Periodical C

EDITOR & PUBLISHER
THE FOURTH ESTATE

Vol. 64. No. 37 Original second class entries: THE JOURNALIST, March 24th, 1884; NEWSPAPERDOM, March, 1892; THE FOURTH ESTATE, March 1st, 1894; THE EDITOR & PUBLISHER, December 7th, 1901; EDITOR & PUBLISHER AND JOURNALIST, October 30th, 1909; ADVERTISING, February 7th, 1925; EDITOR & PUBLISHER, May 11th, 1916; Revised entry, EDITOR & PUBLISHER, THE FOURTH ESTATE December 3rd, 1927, at the Post Office at New York, N. Y., under the act of March 3rd, 1897, and additional second class entry at Albany, N. Y. Issued every Saturday by THE EDITOR & PUBLISHER COMPANY, James Wright Brown, President. General and Editorial offices, Suite 1700, Times Building, New York. Subscription and advertising rates on page following "Purely Personal."

Vol. 64. No. 37 | Two Sections Section One | NEW YORK, N.Y., JANUARY 30, 1932 | 10c Per Copy

PUBLIC LIBRARY FEB 1 - 1932 DETROIT

COURT CONFIRMS SALE OF KNOXVILLE DAILY

New Company Formed to Operate Journal for New Orleans Bank—Negotiations for Purchase by Local Group Going Forward

The sale of the *Knoxville* (Tenn.) *Journal* to the East Tennessee Publishing and Printing Company was confirmed in Chancery court, Knoxville, this week. The purchasing concern, newly chartered, was organized to operate the Journal for the Canal Bank and Trust Company, of New Orleans until further disposition of the paper is made. The sale was confirmed on a high bid of $152,000, of which $38,000 was in cash and the balance in bonds. The Canal company holds $500,000 of the Journal's bonds.

Ed. T. Seay, counsel for the trustee, Albert W. Stockwell and J. C. Edwards, Nashville attorneys, are the incorporators of the new company. R. H. Claggett, former managing editor of the paper, and co-receiver until the sale, will continue in charge for the present.

E. N. Rogers, counsel for the Knoxville Publishing Company, announced that negotiations for the purchase of the Journal by his concern are under way. Nat G. Taylor, Johnson City, is president of the company.

The *Knoxville Times*, projected new morning daily, will start publication in the near future, it was stated. J. A. Dunn, formerly with the Journal for 40 years, will be editor and R. P. Sulte, of Newport, will be managing editor.

Col. Luke Lea and Rogers Caldwell, Nashville financiers, published the Journal prior to receivership proceedings which were brought about by the collapse of Caldwell & Co. a year ago.

MEMPHIS BOARD CHANGED

Appeal Papers Now Managed Entirely by Residents of Own City

(*By telegraph to* EDITOR & PUBLISHER)

MEMPHIS, TENN., Jan. 28.—A new board of directors, all drawn from Memphis, was announced today by *Memphis Commercial Appeal* and *Evening Appeal*.

It is composed of the following: M. J. Condon, C. D. Smith, Ross J. Hackney, Capt. G. T. Fitzhugh, Col. J. W. Canada, John R. Flippin and George Morris. Mr. Morris was re-elected president. Col. Canada and Mr. Flippin were named vice presidents. W. W. Hansen is secretary-treasurer, and J. R. Snyder is business manager. J. C. Bradford and Larkin Crouch, Nashville, have resigned.

This is the first time since 1927 that that the board has been composed entirely of Memphis men. The two papers were bought at public sales last October by receivers for the Minnesota & Ontario Paper Co.

INFANT'S ESTATE APPRAISED

Margaret Pulitzer, daughter of Ralph Pulitzer, former part owner of the *New York World*, and Margaret Leach Pulitzer, left an estate worth $27,770 when she died, July 7, 1930, at the age of 16 months, it was shown in an appraisal last week. She had $10,416 in cash, $15,275 in mortgages and a bond worth $2,079. The child was also a beneficiary under a trust fund created by her grandfather, Joseph Pulitzer, but the interest is not taxable. The property went to her parents in equal shares.

VARIETY SUED FOR $1,000,000

Attorneys for *Liberty Magazine* this week filed a suit against *Variety*, the theatrical periodical, asking for $1,000,000 on the grounds of libel. The complaint charges that an item in Variety stated falsely that Liberty was being sold to the Tower Publications. The action is brought in the New York County Supreme Court.

RALEIGH TIMES GOES ON OPEN SHOP BASIS

Typographical Union Refuses to Accept 10 Per Cent Wage Cut as Contrary to Rules—Park Explains Act

(*By telegraph to* EDITOR & PUBLISHER)

RALEIGH, N. C., Jan. 28.—After two days of operation with a non-union composing room for the first time in more than 50 years, John A. Park, publisher, *Raleigh Times*, announced today conditions were normal and that regular operations were going on with all editions on time.

Composing room employes of the Times were notified last Saturday that there would be a 10 per cent reduction in wages.

Other members of the organization accepted a reduction last March.

Officials of the Typographical Union called on Times executives and said acceptance of the proposed reduction would be "in violation of International Union rules." Mr. Park offered to try a 45-hour week instead of 42-hours. This plan was rejected.

Mr. Park on Monday morning announced the change from union to a non-union shop and said a union card would in the future bar a workman from his shop. Nineteen employes left their jobs.

According to circulation manager, Charles Herring, the Times circulation now is in excess of last week's. Local advertising also has attained a record during the past two days, it was claimed. Commenting on the situation, Mr. Park, former president of the Southern Newspaper Publishers' Association, said:

"Although our union friends say that we have made a mistake, I am firmly convinced that we have adopted the right policy, one that should have been followed many years ago. So far the advantages are greatly in excess of the drawbacks, and we are prepared to see the situation through."

UNION DISPUTE SETTLED

St. Louis Pressmen Continue Eight-Hour Day, Seven-Hour Night

Elmer R. Stoll, secretary, St. Louis Newspaper Publishers' Association, has just settled a long-standing dispute between the publishers and St. Louis Web Pressmen's Union No. 38 by conciliation. The controversy had been pending since November, 1930, and had been arbitrated unsuccessfully once and submitted to the arbitration board of the American Newspaper Publishers' Association.

The agreement arranged by Mr. Stoll provides for continuance of the eight-hour day and seven-hour night and a concession by the publishers of an additional man on octuple, decuple and double-sextuple presses. On the part of the union, it agreed, as a concession, to make attempts to effect saving of white print paper in the handling.

BOUND FOR GENEVA

Photo shows Grove Patterson, editor, *Toledo Blade*, and Mrs. Patterson aboard the President Harding as they sailed fom New York last week bound for Europe, where Mr. Patterson and Ik Shuman, executive editor of the Paul Block Newspapers, will cover the Geneva disarmament conference for the Blade and other papers of the Block group.

INJUNCTION DENIED

Judge Rules Ballyhoo Can Refuse Sales to United Cigar Stores

Justice Richard P. Lydon this week denied a motion made in the New York County Supreme Court by attorneys for the United Cigar Stores Company of America to enjoin the Dell Publishing Company, owners of *Ballyhoo* from refusing to honor orders for the periodical. The plaintiff charged that three monthly orders, the final for 46,000 copies, went unfulfilled.

The United Cigar Stores counsel accused the defendant of entering a conspiracy with a number of distributors and newsdealers to deprive them of copies of the magazine.

TO MOVE HEADQUARTERS

Headquarters of Westchester Newspapers, Inc., will be moved from White Plains to the new plant of the *Yonkers Statesmen*, it was made known this week. No date for the transfer has been determined upon, according to J. Noel Macy, president of the group. The move will involve the business offices principally. The central office of the teletypesetter system used by the Westchester Newspapers will remain in White Plains.

I.N.S. ABSORBS STATE SERVICE

International News Service has taken over the functions of Pacific Coast News Service, California news agency, established five years ago for W. R. Hearst by William Parker. No staff members have been released, said Parker, who has been named I.N.S. regional director. Ellis Martin, former division superintendent remains with I.N.S. as field representative for the Pacific area.

PROPAGANDA MACHINE AIMS AT EMPLOYERS

Dailies Asked to Donate Space in Drive of Legion, A.F.L. and National Advertisers to Put Men Back in Jobs

Certain forces of publicity which were brought into play during the World War in the Committee on Public Information are at work again, this time without government auspices but with the nationalistic aim of "restoring a million men to work all over the country" and thus help to restore normal economic conditions.

The American Legion, through 10,800 local committees, is the backbone of the movement. Cooperating with it are the American Federation of Labor, the Association of National Advertisers, and numerous business and other organizations.

Carl Byoir, publisher of the *Havana Post and Telegram*, press agent for the Cuban Tourist Commission, and former war-time associate chairman of the Committee of Public Information, is the director of organization. Lee Bristol, of the Bristol-Myers Company, makers of Ipana toothpaste, Ingram's shaving cream and other chemical products, who is also president of the Association of National Advertisers, is a member of the central group, as are also: Frederick Murphy, *Minneapolis Tribune* publisher, representing newspapers; William H. Hewitt, directing the work among foreign language newspapers; A. C. Pearson, representing magazine publishers; Kerwin H. Fulton, outdoor advertising; Frank Case, organizing the artists as he did in the war emergency; and Charles Spencer Hart, motion pictures.

The plan, already in operation, is to adapt to a national scale the methods successfully worked out by certain communities, notably Rochester, N. Y., in relieving the local unemployment situation. Employers everywhere are being approached, following a barrage of publicity, and are urged to increase the number of their workers as much as possible, at least ten per cent. If they cannot do this they are asked to spread the work available thus providing employmet for more men with substantially the same payroll. This accomplished, and the forces behind the plan are confident that it will be accomplished, it is expected that those now hoarding money, seeing the return of men to their jobs, will become confident of the future and will loosen their pursestrings to make deferred purchases, which, together with the purchasing power of those restored to work, will bring back business normality to this depressed country.

"The country has been told and now fully realizes that this is an emergency as great as war," Henry L. Stevens, Jr., national commander of the American Legion said in a statement. Matthew Woll, vice-president American Federation of Labor, put it this way: "As we went into the World War to insure freedom forever, we go into this war against unemployment to make that freedom live in every American home."

To arouse the country to the emergency a central administrative group has established itself in the Hotel Biltmore, New York. There in a large suite of rooms, and with a ballroom held in reserve, every available means of publicity is being conscripted to make the campaign a success.

The chart of the organization shows

that, in addition to the above group, the utilization of radio, advertising agencies, car cards, direct by mail advertising, window display, newspapers, trade papers, agricultural and religious publications, newspaper features services, news picture services, women's clubs, churches, etc., is planned. Newspapers occupy a prominent place on the chart. L. M. Nichols, *Bristow* (Okla.) *Record*, president of the National Editorial Association, is directing work among the weekly papers. The Bell Syndicate, the *New York Herald Tribune* syndicate and Publishers Autocaster Service are listed on the board as cooperating with the organization.

The newspapers were asked to contribute a two-column box to run on page one every day during the campaign, telling of the number of men put to work in their locality and in the nation, and telling further details of the campaign's progress. A letter in telegraphic style, was sent to every daily newspaper in the country last week, signed by Lee Bristol. This letter read:

"The Association of National Advertisers in cooperation with the American Legion and the American Federation of Labor have opened headquarters at the Biltmore Hotel to inaugurate a nationwide movement to secure employment for a million wage earners now unemployed and to carry out a sustained program for the re-establishment of public confidence and the resumption of normal buying. These organizations have already secured the assurance of cooperation of over 800 magazines, The Outdoor Advertising Groups, 280 newspapers and magazines comprising the Labor Press and the Foreign Language press. We are organizing 10,800 community committees and the whole force of this Association, of the American Legion and of the American Federation of Labor will be put behind this movement. We would like to know if your paper will join in this effort by devoting each day during the campaign a four-inch double column box on page 1 to carry the daily instructions to the local committees as well as the daily reports on the number of wage earners employed as a result of each day's effort. We would also want you personally to act as a member of the Local Committee in New York. We would appreciate very much a wire from you and request that you regard the whole matter confidentially and give the movement no publicity for the present."

Following receipt of this letter by newspapers, some publishers pointed out that the demand for so much dominant front page space coming from an organization apart from the government, was unprecedented. The question as to whether newspapers should use this method to stress optimistic news, without taking into consideration the darker side of the depression picture, was also raised.

EDITOR & PUBLISHER's representative leafed through some 400 of the replies to this message received at the Biltmore. Most of the publishers showed great eagerness to do their "bit" in the drive, although some of them made reservations. Many were willing to serve on the local committees.

Carl Byoir, an enthusiastic propagandist, whose former activities have included acting as public relations counselor for President Masaryk of Czechoslovakia, and, with Edward L. Bernays, conducting a publicity campaign for the independence of Lithuania, told EDITOR & PUBLISHER that funds for the unemployment drive so far had been "practically unnecessary," since all the work and material so far had been donated, including the expensive headquarters at the Biltmore.

What actual monetary expenses would be necessary, he said, would be borne by the American Legion. He himself, he said, as well as the other workers have donated their services for patriotic reasons.

He pointed out that the drive, while not sponsored by the government, dovetailed nicely into the program outlined by the President's Organization on Unemployment Relief. This committee's first recommendation stipulated that "united national action to encourage every American citizen now employed to resume normal buying . . . is a condition precedent to any hopeful program to constructively increase employment."

Mr. Byoir was "called in," he said, to direct the same kind of publicity machine that operated during the war.

"At that time," he said, "we had the greatest machinery for carrying messages to the public that ever existed. Our job now is to duplicate the machine, or, rather, call it back into being. I confidently expect that our machine here will be greater than the former one.

"I expect now that the public and business will respond to our efforts to the extent of their capacity, just as they did during the war. We have just started operating, and the immediate reaction convinces me that the appeal for united action will go across."

Mr. Byoir said his heart was in the work, and that his motives were purely patriotic. "I'm hard-boiled when it comes to reacting to gross figures on unemployment," he said, "but recently competent men whose ability I know have been coming to me, and I have actually seen them deteriorate mentally and physically from idleness. I did what I could for them then, and when I saw a chance for doing so much good on such a broad scale I welcomed it. I was glad to give up my personal business to align myself with such a worthy cause."

Mr. Byoir praised the response of the newspapers to the organization's appeal. Asked how he expected to distribute nationally the nation's figures on restored employment, Mr. Byoir said that when the plan becomes operative, the press associations would likely carry the figures on the basis of news. He had not talked to press association executives yet, he said, and would not until he had some news to offer them.

Members of the American Legion's National Employment Commission are:

Henry L. Stevens, Jr., National Commander, American Legion; Mark T. McKee, executive secretary American Legion; General W. W. Atterbury, president, Pennsylvania Railroad; Kermit Roosevelt, vice-president, International Mercantile Marine; Marshall Field, 3d, Field, Glore & Company; C. M. Chester, Jr., president, General Foods Corp.; General James A. Harbord, chairman, Radio Corporation of America; Palmer E. Pierce, assistant to the president, Standard Oil Company of N. J.; George L. Berry, president, International Printing Pressmen's Union; Percy Tetlow, United Mine Workers of America; Edward L. Sullivan, president, Brotherhood of Railroad Trainmen; George S. Long, Weyerhauser Lumber Company; Louis J. Kanitz, vice-president, Continental Motors Company; H. V. Engh, vice-president, Anaconda Wire and Cable Company; Lee H. Bristol, president, Association of National Advertisers, and vice-president, Bristol-Myers Company; Charles T. H. Johnson, president, Botany Mills; and Roy Dickinson, vice-president of *Printers' Ink*.

ATTACKING SUNDAY RADIO

An active campaign against Sunday radio advertising, especially when it originates in the United States either directly or through hook-ups with Canadian stations, is being carried on by the Canadian Lord's Day Alliance.

EDITOR & PUBLISHER CALENDAR

Feb. 1-3—Assn. of Newspaper Classified Advertising Managers, Western regional meeting, San Francisco.

Feb. 3-6—Newspaper Week, Columbus, O. Meeting: Select List of Ohio Dailies, Feb. 3; Associated Ohio Dailies, Feb. 4; Buckeye Press Assn., Feb. 5-6; Ohio Newspaper Assn., Feb. 5-6.

Feb. 8-9—Assn. of Newspaper Classified Advertising Managers, Southern regional meeting, Atlanta, Ga.

Feb. 8-9—Assn. of Newspaper Classified Advertising Managers, North Central regional meeting, Des Moines, Iowa.

Feb. 8—New Jersey Press Assn., Winter meeting, Stacy Trent Hotel, Trenton.

Feb. 8-10—Midwest Circulation Managers' Assn., annual meeting, Hot Springs, Ark.

Feb. 15-16—Assn. of Newspaper Classified Advertising Managers, East Central regional meeting, Indianapolis, Ind.

Feb. 16—Inland Daily Press Assn., annual meeting, Hotel Morrison, Chicago.

Feb. 18-20—Nebraska Press Assn., meeting, Grand Island.

Feb. 18-20—Georgia Press Institute, University of Georgia, Athens.

FIVE GROUPS TO MEET IN COLUMBUS

Special Programs Arranged for "Newspaper Week"—Ohio Dailies to Sponsor Banquet for All Groups Holding Conventions

"Newspapers Week" will be held in Columbus, O., Feb. 3-6, when five Ohio newspaper associations gather for annual conventions at the Deshler-Wallick Hotel. The associations and the dates of their meetings are: Select List of Ohio Dailies, Feb. 3; Associated Ohio Dailies, Feb. 4; Associated Press of Ohio, Feb. 4; Buckeye Press Association, and Ohio Newspaper Association, Feb. 5-6.

The Associated Ohio Dailies will sponsor a joint banquet of all groups at the Deshler-Wallick, Feb. 4. Speakers will be Karl A. Bickel, president of United Press Associations; Arthur S. Draper, assistant editor of the *New York Herald Tribune;* and Hon. John M. Gibbs, director of the George Washington Bi-Centennial Commission.

During the two days of the Buckeye and Ohio Press Association meetings the speakers will be Charles F. Collisson, *Minneapolis Tribune;* W. A. Cory, of the Employers' Reinsurance Corporation, Kansas City; Carlton K. Matson, editorial writer, *Cleveland Press;* Wallace Rogers of Gale & Pietsch advertising agency, Chicago; and Miss Alice E. Van Sickle, of Cardington, Ohio's oldest active newspaper woman.

A special entertainment program is being arranged for ladies who accompany the delegates.

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SECTION TWO

Editor & Publisher The Fourth Estate International Year Book Number for 1932.

A.B.C. TO HEAR CRITICS OF 'OUTSIDE' SURVEYS

Members of Newspaper Division to Convene in Chicago, Feb. 4—Harn Hopes for Constructive Suggestions

Complete plans for the special conference on outside investigations as conducted by the Audit Bureau of Circulations have been announced by O. C. Harn, managing director of the A.B.C. The hearing will be held at the Medinah Athletic club, 505 North Michigan avenue, Chicago, on Thursday, Feb. 4, beginning at 10 A. M.

Invitations have been extended to all members of the newspaper division of the A.B.C. The hearing will be conducted by the newspaper representatives on the board of directors.

"It is hoped that members who have definite and constructive ideas either for or against the present procedure will make every effort to attend the hearing," said Mr. Harn, "so that, as a result of the conference, something constructive and satisfactory may develop."

The hearing is an outgrowth of dissatisfaction expressed at various times with the present procedure in making outside investigations, and was the subject of considerable debate at the last convention of the A.B.C.

"The attitude of the board of directors and the management on this question is simply this," stated Mr. Harn. "If, when inside records appear inadequate, a method of getting at the truth can be found which will eliminate the objections offered to the present procedure, without robbing the majority of the members of the only protection they now have, they will promptly adopt it. It is hoped that from the conference on Feb. 4 will emerge such a plan."

An outline of the essentials of the controversy, as seen by the A.B.C. management, has been prepared and sent to members of the newspaper division of the Bureau.

It reviews the principal objections of publishers to the Bureau's policy of keeping sources of information in outside investigations confidential and its own reasons for such procedure. It points out that, even though pledges of immunity are given employes from whom possible incriminating information might be received, these employes will refuse to talk, if they think their identities will be revealed. Agreeing that the premises on which the publishers' objections to secrecy are based on sound, the Bureau points out that the cutting off of valuable sources of information which it is certain would result if secrecy were abolished, would be harmful to the purposes of outside investigations. The outline reminded members that outside investigations are made only when a publisher suspects his competitor of unfair practices, and that publishers should be unwilling to destroy this means of exposing such activities.

EDITOR WINS LIBEL SUIT

Herman L. Kronschnabl, editor and publisher, *Crandon* (Wis.) *Forest Republican*, was awarded $500 damages in a libel suit against W. D. Connor, Marshfield, Wis., lumberman, in Wisconsin Rapids Jan. 22. Kronschnabl's complaint referred to an article published over Connor's signature in the *Laona* (Wis.) *Tribune* at the conclusion of a hotly contested political campaign in Forest county, March 3, 1927.

EXTORTION PLOT FOILED

An attempt to extort $25,000 from Courtland H. Young, Clinton, Ia., banker and publisher of the *Clinton Herald*, was thwarted recently by effective co-operation between the Herald staff and Clinton police. As Eugene Cowles, police reporter, handed a dummy package to the extortionist at the entrance of the Clinton post office, police officers closed in and arrested the lone plotter, who was given five years in the state penitentiary.

REF. STACK 5

1932 POSSIBILITIES FOR CLASSIFIED GAINS OUTLINED AT MEETING

Horn Tells Eastern Managers' Group Depression Gives Them Unique Opportunities—Economies, Improvements Suggested —Bridge Stresses Precedence of Profits Over Linage

NINETEEN thirty-two holds possibilities for newspaper classified advertising that never before existed, Charles W. Horn, supervisor of classified advertising for the Hearst Newspapers, told members of the northeastern and central-eastern districts, Association of Classified Advertising Managers, this week in convention in New York.

Eastern newspaper classified managers photographed in session in New York this week. First row, left to right—P. H. Fitchner, *Hartford Times;* James McGovern, *Pittsburgh Press;* James A. Doherty, *Providence Journal,* chairman of the meeting; James F. O'Connor, *New York World-Telegram;* W. H. Hershey, *Philadelphia Inquirer;* Earl M. Dempsey, *Boston Herald and Traveler, and* T. F. Mulhern, *Brooklyn Daily Eagle.* J. A. Finneran, *New York American,* chairman of the northeastern division, is the third from the left in the second row.

The 1931 shrinkage in classified in most of the "first" papers, Mr. Horn said, gave the "second" and "third" dailies a unique opportunity to build up their classified sections, in view of the fact that they have lessened competitive resistance to work against. The "first" papers, he pointed out, have suffered during the depression much more than those next in line.

The "leaders" too, he said, had a chance to recoup their losses by taking advantage of the depression. He said that it was likely that there would be much "unloading" in real estate and in other businesses during this year. Newspaper classified men should be able to capitalize on this, he said. if they acquaint themselves with conditions and are ready for the "break" when it occurs. The "first" newspapers, he said, could capitalize on their former record linage and prestige to bring in this business.

Mr. Horn criticized classified managers who were still operating as though these were the boon days of 1929. During the past period when classified linage climbed to unprecedented heights, wasteful practices were introduced in some instances which have never been eliminated, he said, because of the "sloppily sentimental" attitude of some managers. Some managers, he said, have never recognized that there is a depression, and are doing nothing to alleviate their publishers' problems.

"The publisher today," Mr. Horn said, "is thinking about economy. He is thinking about paper costs, about using space more wisely. We can help him by scrutinizing the size type we use, the cut-off and column rules, the heads and subheads, and so on, and by finding how we can economize on space. I would advise that you find out how much space you can save by makeup changes, if the makeup is extravagant now, and that you compute your savings over a year's time, and present suggested changes to the publisher."

In addition, the speaker said, inertia has crept into the personnel of some classified departments, which, he added, could be routed only by an about-face. He told of having gone into one newspaper and having placed the demoralized classified department on a production basis, by the use of time cards which required the personnel to account for their time and efforts. It was an unpopular move, he said, but it brought results, and instilled a new spirit into the department. The time cards showed, he said, that during the half hour before lunch, the hour after lunch and the half hour before closing no sales whatsoever had been made.

"In these times," he said, "eight hours of production time is necessary."

Bernard Sullivan, promotion manager of the *New York World-Telegram,* said that his department's practice of chartering trends in all the separate classifications had proven profitable because it enabled the placing of promotion matter where it could do the most good. All the classifications, he said, followed fixed trends, with peak and depressed seasons, which could be determined by studying classified figures of all local newspapers over a period of years. When it is known, for instance, when the peak season for rentals occurs, the classified department can plan to time its promotion long in advance, he said, and the results will be direct and effective.

Mr. Sullivan said he believed direct mail to be the best form of promotion, but urged that prospect lists be carefully and completely compiled, and not taken from any one source. With a certain amount of money available for promotion by mail, he urged that the prospective classified users be circularized as many times as possible, rather than just once with an expensive mailing piece. The penny postcard as a cheap and effective promotion medium was recommended.

The "leadership" story was the best for mail promotion purposes, he said. If the paper carries less classified than its competitors, the circulation manager can find some manner of presenting a leadership angle, he said, by lumping several classifications together and presenting them adroitly and to his best advantage.

The meeting opened Monday morning with a talk on rates by J. A. Finneran, *New York American,* chairman of the northeastern division, and was followed by a discussion by James McGovern, *Pittsburgh Press,* chairman of the central-eastern division. Thomas Mulhern, *Brooklyn Eagle,* talked about various forms of classified contracts.

Don U. Bridge, advertising director, *New York Times,* was the speaker at the Monday luncheon.

He asked that classified managers keep constantly in mind that revenue and profit are even more important than linage. "Many bottles of red ink have been spilled on profit and loss statements while the band was playing to celebrate linage gains," he said. He suggested that the managers cooperate with the newspapers' credit and collection departments, and to keep causes for adjustments at a minimum. "We must be completely fair to our customers," he said, "but after all we are working for our employer and not the advertiser."

Expenses and salary items must be watched closely, established policies must be maintained, and readers and legitimate advertisers must be protected from unethical and dishonest advertising, Mr. Bridge said. Although classified volume as a whole has suffered "terrific losses" during recent years, Mr. Bridge said, the volume can be restored by "intelligent planning and constructive, energetic plans."

Tuesday morning was taken up with discussions of credit policies, with C. M. Carroll, New York Times, and W. B. Cozzens, credit manager, *New York Herald Tribune,* as speakers. Earl Dempsey, *Boston Herald and Traveler,* talked on planning for 1932, stressing direct mail, newspaper and other promotion, and the development of the outside and telephone sales staffs.

Mr. Sullivan spoke at the Tuesday afternoon session and W. H. Hershey, *Philadelphia Inquirer,* headed a discussion, after a talk, on "Campaigns and Contests."

James Doherty, *Providence Journal,* was the general chairman of the meeting. The sessions were held at the Hotel Taft.

S.N.P.A. CHOOSES ASHEVILLE

Directors in Atlanta Meeting Report Business Improvement in South

Asheville, N. C. was again chosen as the site of the annual convention of the Southern Newspaper Publishers' Association at the mid-winter meeting of the board of directors in Atlanta, Ga., Jan. 24, the dates to be announced later. Several of the directors reported an upward trend in business in their states.

Cranston Williams, of Chattanooga, secretary of the association, was appointed to attend a conference of newspaper members of the Audit Bureau of Circulations in Chicago next month when outside investigations will be discussed.

A resolution was adopted unanimously as follows:

RESOLVED, that the S.N.P.A. board express to the directors of the Associated Press the opinion that a reduction in assessments ought to be made without materially impairing the service by putting into effect such economies as individual publishers have had to make with their own newspapers." A similar resolution was adopted asking for a reduction in the assessments of the Audit Bureau of Circulations.

Major Clark Howell, Jr., business manager, *Atlanta Constitution* and S.N.P.A. president presided at the meeting.

PRINTS 45-COLUMN REPORT

The lengthy report of Samuel Seabury, counsel to the Hofstadter Committee, investigating New York City's government, was carried in full Jan. 25, by the *New York Herald Tribune.* The document totalled about 45 columns of type with two-column and single column subheads. The copy was received in the Herald Tribune office about seven p.m. Saturday and was set in an hour and a half that night. Hickman Powell wrote the lead. The Herald Tribune, which has been devoting much space to the Seabury inquiry, was the only New York newspaper to carry the complete text.

McCLARAN PROMOTED

William B. McClaran, drama editor, *Grand Rapids* (Mich.) *Herald,* has been appointed day news editor. Russell C. Landstrom, literary editor and formerly city editor, succeeds McClaran as drama editor.

LIBEL SUIT SETTLED

A libel suit brought by Herman B. Grossman against the Press Publishing Co., formerly publishers of the *New York World,* was settled this week.

PRESS SERVICES PICK BIG STORIES OF 1931

World Economic Situation, Post-Gatty Flight, Seizure of Manchuria, Capone Sentence, Among Stories Cited by Editors

The ten "biggest news stories" of 1931 were listed this week by executives of the Associated Press, United Press and International News Service. The selections were made by J. M. Kendrick, executive news editor of the A.P., Carl D. Groat, news director, U.P., and Joseph V. Connolly, president of I.N.S.

Mr. Kendrick's selections follow:

1. World depression (including in this related occurrences that might be attributed to the depression as a cause).
2. Dispute between China and Japan over Manchuria.
3. Mahatma Gandhi.
4. Knute Rockne's death in airplane crash.
5. Wickersham commission's report of prohibition.
6. Post-Gatty flight around the world.
7. Edison's death.
8. Culbertson-Lenz bridge match.
9. Imprisonment of Albert B. Fall.
10. Conviction of Al Capone.

To Mr. Groat the following were the biggest stories of the year:

1. The world economic situation, including such individual stories as the Hoover moratorium, the abandonment of the gold standard by England, downfall of the British labor government, and the British naval mutiny—all manifestations of the same basic story.
2. Seizure of Manchuria and further inroads by Japan upon Chinese political and economic life.
3. The overthrow of the Spanish monarchy.
4. The Pope's first broadcast to the world.
5. The Colorado blizzard in which children froze to death.
6. Pepper Martin's activities in the last world series, and Knute Rockne's fatal airplane crash, as outstanding sports stories.
7. Dramatic disagreement between the Vatican and Italy.
8. The Wickersham reports.
9. Thomas Edison's death.
10. The suicide from shame of Vivian Gordon's daughter after revelations brought out by the mother's murder.

"These are selected," Mr. Groat said, "for variety as well as their outstanding character. The Post-Gatty, Pangborn-Herndon and Boardman-Polando flights ought to be listed as among the greatest stories; Gandhi's activities and the visits to the U. S. of Laval and Grandi would also qualify."

Mr. Connolly selected the following:

Pope Pius XI makes first papal radio broadcast in world's history from Vatican.

Abdication of King Alfonso as Spain becomes Republic.

Prof. Auguste Piccard safe after ascending 52,000 feet in stratosphere.

Aviators Wiley Post and Harold Gatty set new record of eight days 15 hours and 51 minutes, in flying around the world.

Hoover debt moratorium.

Japan's defiance of League of Nations in taking control of Manchuria.

Great Britain going off gold standard.

Al Capone sentenced to federal penitentiary.

Death of Thomas A. Edison.

Death of Senator Dwight W. Morrow.

A.P. TO NOMINATE

The nominating committee of the Associated Press will meet in New York, Feb. 4, to name 10 candidates for directors to be present at the annual meeting April 25. The five directors whose terms expire this year are Frank B. Noyes, *Washington Star;* Adolph S. Ochs, *New York Times;* B. H. Anthony, *New Bedford* (Mass.) *Standard;* Robert McLean, *Philadelphia Bulletin;* and Frederick E. Murphy, *Minneapolis Tribune.* It is customary to renominate the five retiring directors together with five new candidates.

Advertising Agencies

UNION CARBIDE DROPS COMMISSION DEMAND

Papers Which Conceded to Deduct Agency Allowances for Company Are Told to Return Contracts

The Union Carbide Company, which through its technical publicity department recently demanded that business papers give it the same commission on advertising that they allow to agencies, has withdrawn its request, it became known this week. Papers which had accepted its terms and agreed to deduct agency commission from bills for space have been notified to return the contracts for cancellation and receive instead new orders for space at regular rates.

This action was taken despite acceptance of contracts at net rates by a number of papers, said to be at least 24. No statement could be obtained from the Union Carbide Company on its reasons for reversing itself. Publishers and agency men said general acceptance of the company's stand would open the door to recognition of house agencies with possibly a serious effect ultimately on the whole agency situation.

The technical publicity department of the Union Carbide Company prepares and places advertising for half a dozen companies, which, although not subsidiaries of Union Carbide, are associated with it.

The general advertising of the National Carbon Company, handled by N. W. Ayer & Son was not concerned.

The agency relations committee of the Associated Business Papers, headed by Edgar Kobak of the McGraw-Hill Company, will meet Feb. 1 to form standards of recognition for agencies and determine who is eligible for commissions. Mr. Kobak made it plain that the committee had not taken action on the Union Carbide case specifically, but is seeking to formulate the first written code as guide for member papers.

The McGraw-Hill Company itself, which rejected the Union Carbide proposal on behalf of its only paper which gives agency commission, also will make a formal announcement of its position, said Mr. Kobak.

New Accounts To Hearn Company

Brick Row Book Shops, Inc., New York, has placed its advertising with the Alfred S. Hearn Company, Inc., of New York. Metropolitan newspapers, literary periodicals and direct mail are being used. Interports Transportation Corporation, New York, also has placed its account with the same company.

New St. Louis Agency

Mortimer W. Mears, Inc., is a new agency formed in St. Louis by Mr. Mears, president, William Johnson, secretary, and Arthur M. Day, treasurer. All were formerly with other agencies. Offices are in the St. Louis Mart.

Tide Water Oil Appoints

The Tide Water Oil Sales Corporation, 17 Battery Place, New York City, has appointed Kenyon & Eckhardt, Inc., 247 Park Avenue, New York City, to handle the advertising of its industrial division.

Finance Institute Appointed

Larchar-Horton Company, Boston, has been chosen to direct the account of the American Institute of Finance, of the same city. Newspapers and magazines will be used.

Prentice Account To Dorrance, Sullivan

The G. E. Prentice Mfg. Co. of New Britain, Conn., has appointed Dorrance, Sullivan & Co., Inc., New York, to handle its account.

Federal Agency Moves

The Federal Advertising Agency, Inc., of New York, has moved to new quarters at 444 Madison Avenue.

AMONG THE COPY CHIEFS

—By C. P. McDonald—

Henry W. Patterson

COPY chiefing, authoring, sailing, wood working, tinkering, and loafing constitute the day's doings for Henry W. Patterson.

Born in Paris, France, in 1897, Henry spent the last two years of the war as an American volunteer in the French army. First, he drove a truck; second, he hooked up with a battery of 75's; third, he was an aerial observer.

Having had this pleasant vacation and with a commission tucked in his pocket, Henry returned home and went to work.

In the Harvard class of '20 he received his sheepskin. For a year or so he found fun in doing headlines and editing copy and reporting for the *Boston Daily Herald*. He had been assistant editor of the *Harvard Alumni Bulletin* for a year and a half, and once did something or other for a bond house for a couple of months. The editorial staff of the *Youth's Companion* corralled him for three years.

About two years ago he broke into advertising as copy chief for Harold Cabot & Co., Inc., advertising agency, Boston. He also acts as secretary for the Cabot agency. At intervals, he worked on a pair of books, the first of which, "Frenchman's Island," was published in 1929. His other, "The Secret Empire," published in September, 1931, is a boy's book that grownups can enjoy.

Henry is married and the father of two children.

R. H. White Joins Oakland

Robert H. White has been appointed advertising manager of the Oakland Motor Car Company, it was announced in Pontiac this week by W. A. Blees, vice-president in charge of sales. He succeeds P. Wesley Combs, resigned. Mr. White for the past two years was advertising and sales promotion manager of General Motors Radio Corporation at Dayton, O. Prior to that he was assistant advertising manager of Chevrolet Motor Car Company for three years. Allen H. Norman, assistant advertising manager, also announced his resignation.

Two Firms Appoint Bauerlein

Bauerlein, Inc., New Orleans, has been appointed to handle the advertising of Dr. G. H. Tichenor Antiseptic Company, New Orleans, manufacturers of Tichenor's Antiseptic; and Vacher-Green, Inc., New Orleans, manufacturers of Vacher-Balm and Sweet Dreams. A newspaper campaign featuring Tichenor's Antiseptic will be released in February. The Sweet Dreams newspaper campaign will be released in May.

To Represent Manitowoc Times

Effective Feb. 1, Verree and Conklin, Inc., will become the representatives of the *Manitowoc* (Wis) *Evening Times*, in the national advertising field.

New Account For W. B. Snow

Walter B. Snow & Staff, Inc., Boston, has been appointed to handle the account of the Union-Bay State Company of Lynn, Mass.

B., B., D. & O. RE-ELECTS

Batten, Barton, Durstine & Osborn, Inc., advertising agency with headquarters in New York, re-elected its corporation officers this week, as follows: Chairman of the board, Bruce Barton; president, William H. Johns; first vice-president and general manager, Roy S. Durstine; treasurer, F. R. Feland; secretary, F. M. Lawrence; assistant treasurer, T. Arnold Rau; assistant secretary, H. A. Holloway.

Legal Beer Linage Aid

Morris Scheck, of the Scheck Advertising Company, of Newark, N. J., last week told the Senate Committee on Manufactures holding hearings on the "Bingham Beer Bill," that the legalization of beer would greatly increase advertising revenues. He said that in 1916 approximately $200,000,000 was spent on all forms of beer advertising.

Pluto Account To Kastor

T. D. Taggart, president of French Lick Springs Hotel Company, French Lick, Ind., has appointed H. W. Kastor & Sons, Chicago, to handle the advertising of Pluto Water. The McJunkin Advertising Company, Chicago, will continue to handle the advertising of French Lick Salts and the French Lick Springs Hotel.

Dryden Joins J. W. Thompson

Wm. H. Dryden, for several years in the chain and department store field as a director of advertising and sales promotion, has joined the New York staff of the J. Walter Thompson Company. Prior to his chain store work he was in newspaper work in New York and Philadelphia.

Friedman Agency Named

Leon A. Friedman advertising agency, New York City, has taken over the advertising accounts of the following: Wm. Godwin, Inc., book publishers, 100 Fifth avenue, New York, and Goldstein & Wilkins Corporation, silks, 500 Seventh avenue, New York.

Dreher Appointed

The Lockwood-Brackett Company, Boston, has appointed Monroe F. Dreher, Inc., Newark, N. J., as counselor on syndicate store promotion. Lockwood-Brackett Company manufactures Laco Sterilized Baby Powder, Laco Castile Soap and Laco Shampoo.

Two Accounts To Bull

J. C. Bull, Inc., New York, has been appointed to direct the advertising of the American Diamond Lines and the Black Diamond Steamship Corporation, New York. This agency also is handling the advertising of the Ideal Importing Co., New York.

Placing "Wonder Tour" Copy

The Caples Company, New York advertising agency, has been appointed by the Delaware, Lackawanna & Western Railroad to place its "Wonder Tour" advertising. This is in addition to the general Lackawanna advertising placed by the Caples agency previously.

Addison Vars, Inc., Appointed

The Aluminum & Metal Products Corporation, Buffalo, manufacturers of aluminum specialties, has placed its advertising with the Buffalo office of Addison Vars, Inc.

New San Francisco Agency

Charles E. Kurtzman and E. A. Waite have opened advertising offices at 111 Sutter street, San Francisco, under the firm name of Kurtzman & Waite.

Lesan Names Media Chief

William E. Gallow has been appointed media manager by the H. E. Lesan Advertising Agency, New York.

Apollo Shirt Appoints

The Apollo Shirt Company, New York, has placed its advertising with Hirshon-Garfield, Inc., New York.

NAMES CANADIAN AGENCY

Hudson-Essex of Canada, Ltd., has appointed the Ronalds Advertising Agency, Ltd., of Toronto and Montreal, to direct the extensive advertising campaigns planned in Canada this year. The agency will work in affiliation with Erwin, Wasey & Co., Inc., which directs the advertising of the Hudson Motor Car Co., in the United States and other parts of the world. The Hudson company has established a Canadian plant at Tilbury, Ont., as a result of the Canadian tariff policy.

Sees Lift In Advertising

G. Lynn Sumner, vice-president of the Advertising Federation of America, told the Philadelphia Club of Advertising Women and the Poor Richard Club "That creative and intelligent merchandising, combined with imaginative advertising, will do a great deal to bring this country out of the depression." His address was made at a joint luncheon meeting at the Poor Richard Club, January 19.

Spa Pistany Appoints

The Spa Pistany of Czecho-Slovakia, represented in America by the Pistany Institute, New York, has placed its advertising account with Hirschon-Garfield, Inc., New York. Magazines or newspapers will be used to feature both the Spa Pistany and the Pistany Gamma Ray Compress.

New Account For Bedford

The Bedford Advertising Agency, Brooklyn, N. Y. has been appointed to handle the advertising of Denver Pharmaceutical Mfg. Co., Long Island City, N. Y., manufacturers of Thymo-Chestin and Dr. Dickes' Shampoo.

Taylor Instruments Appoint

The Taylor Instrument Companies of Rochester, N. Y., manufacturers of temperature and pressure instruments, have appointed Batten, Barton, Durstine & Osborn, Inc., New York, as their advertising agency.

Forms Terre Haute Agency

Lester E. Wolf, formerly with the *New York Times*, has returned to Terre Haute, Ind., and has joined with C. L. Ricker, of the Hutchinson-Ricker Printing and Publishing Company, to form the Mid-West Advertising Agency.

W. L. Byrd Starts Agency

W. L. Byrd has opened a general advertising agency at 951 West 26th street, Erie, Pa. He formerly was on the advertising staff of the *Erie Dispatch-Herald*.

Hildreth Joins Doremus

Howard P. Hildreth, for eight years advertising manager of the Crowley Milner Company, Detroit department store, has joined the commercial staff of Doremus & Co. in Boston.

Investment Account To United

Dwelly, Pearce & Co., Inc., New York City, sponsor of the Commonwealth Trust Foundations, a new thrift investment plan, has appointed the United Advertising Agency, New York, as its advertising and sales counsel.

Pacquin's Hand Cream To Lesan

Jane E. Curran, Inc., New York, manufacturer of Pacquin's Hand Cream, has selected the H. E. Lesan Advertising Agency, New York, to co-operate in advertising this product.

A.A.A.A. Meets April 14–15

The fifteenth annual convention of the American Association of Advertising Agencies will be held April 14 and 15 at the Mayflower Hotel, Washington, D. C.

Joins Toledo Agency

Hugh O. Stevenson, formerly with the Goldwyn studios, has joined the advertising agency of MacKenzie, Goldbach and Berdan, Toledo.

COLGATE RULING NOT A SLIGHT, GROUP SAYS

Chicago Special Representatives Deny Resentment Expressed by a Few Represented Group's Opinion

Following a special meeting of the Newspaper Representatives Association of Chicago Jan. 26, Sylvester Blish, president, issued a statement on behalf of the association denying that its members felt any resentment at the rules recently posted at the Colgate-Palmolive-Peet advertising office. The rules, as reported in EDITOR & PUBLISHER for Jan. 16, included one which said: "In order to give everyone a checking as soon as possible, there will not be time for arguments." Several representatives told EDITOR & PUBLISHER at the time that they considered this a slight to them, although naturally they did not care to be quoted to that effect.

Mr. Blish's statement, made in a letter to EDITOR & PUBLISHER, said:

"It is the unanimous opinion of this association that the article which appeared in the Jan. 16 issue of EDITOR & PUBLISHER did not in any way represent the opinion or ideas of the Newspaper Representatives Association of Chicago.

"The experience of the members of this association with Mr. Victor Fabian, advertising manager of the Colgate-Palmolive-Peet Company, and with other officials of that company, is that extreme courtesy always has been extended to the newspaper representatives of this city.

"There was a full understanding on our part that Mr. Fabian's method of handling the details of the Colgate-Palmolive-Peet Company advertising at this time was merely an effort on his part to conserve not only his own time but the time of the newspaper representatives.

"Our experience with this advertiser has been that every opportunity is given at all times throughout the year to discuss any and all markets and media."

Henry A. Slamin, of the Chicago office of George A. McDevitt Company, publishers' representatives, gave this explanation of the posting of the rules:

"The reason that no argument could be heard on newspaper situations on that day was due to the fact that Mr. Fabian had made appointments with representatives every ten minutes to give them information on schedules that were to be released. He gave complete checkings on every newspaper in the cities scheduled, which to my mind is very beneficial since it gives the representatives all the information possible and this system of giving competitive checkings isn't done by many advertisers. The time to sell the Palmolive Company and the agency isn't on the day on which they announce the schedules."

GEORGE McMANUS HONORED

High U.S. Officials Attend Dinner Celebrating His Comic Strip's 20th Year

WASHINGTON, D. C., Jan. 26—More than 100 members of Congress and high governmental officials and twice as many newspapermen assembled at the Williard Hotel here last night to celebrate the twentieth wedding anniversary of Maggie and Jiggs.

The party was staged by Joseph V. Connolly, on behalf of International News Service, Universal Service, and King Features, with George McManus, creator of Maggie and Jiggs in the role of guest of honor. "Bugs" Baer, the humorist and columnist, assisted by George R. Holmes, chief of the I.N.S. Washington bureau, acted as master of ceremonies.

The list of speakers as introduced by "Bugs" Baer included Secretary of War Hurley, Senators George H. Moses, of New Hampshire, president pro tempore of the Senate, Tom Connally, of Texas, and Thomas P. Gore, of Oklahoma, as well as Representative John J. Cochran, of St. Louis, a boyhood friend.

AD-VENTURES

By ROBERT S. MANN

A NEW move in the price-maintenance battle was launched this week in New York territory when Helena Rubinstein, Inc., in large newspaper space, announced a policy restricting the sale of its products to "authorized dealers" who are to display certificates of appointment. The copy warned buyers against purchasing Rubinstein preparations from "a dealer who advises you unwisely, whose supply of my preparations is not laboratory-fresh, or is utterly inadequate to your needs."

Advertising did not mention price—in fact, could hardly mention price without sending business to cut-price dealers. Similar action has been advertised by other cosmetic makers in dealing with the same problem.

It is understood that stores which cut prices too deeply will not be given authorization certificates, but that there will be no insistence upon maintenance of full retail prices. Unofficially, it was suggested that offering a $1 lipstick for 94 cents or 89 cents would be overlooked, but that pricing the same item at 59 cents or 69 cents would be considered unfair.

The present campaign is a brief one, scheduled to end next week. It was limited to New York because conditions here were considered unusual.

The regular Rubinstein advertising campaign will start in March on a year-round basis. Sunday rotogravure space in principal cities will play an important part, and will be used in conjunction with women's magazines and other national magazines. The campaign is to be conducted through Rudolf Mosse, Inc., New York advertising agency.

* * *

A NEW slant on the job of explaining an advertising campaign to the salesmen and distributors who must take advantage of it is offered by the Cramer-Krasselt Company, Milwaukee agency. The proof of each advertisement bears a wide margin which folds over the face of the copy, and on this panel is printed, in typewriter type, a statement of the purpose of that advertisement, how it fits into the general campaign, and how sales efforts may be tied into it. The panel is signed by the agency. It is written by the same man and at the same time as the advertisement itself.

A. Walter Seiler, vice-president of the agency in charge of service, pointed out that the plan forestalls criticism by persons unaware of the goal in mind when the advertisement was prepared. It also helps get cooperation from sales force and dealers.

* * *

POSSIBILITIES of a new advertising field may be seen in the introduction this week of Frigidaire Corporation's new air-conditioner units for offices, shops, homes and institutions. The units are designed to heat or cool the air of a room, cleanse it, and moisten or dry it as needed. For winter use they are to be connected with existing hot water, vapor, or steam heating systems.

First public showing of the conditioners was made Jan. 25 at meetings of heating, ventilating, and refrigerating engineers in Cleveland.

Frigidaire also announced a new line of electric refrigerators, to be sold under the name of Moraine at prices below those of regular Frigidaires. Newspaper space was used exclusively in introducing these. Magazine copy will continue to be based on the regular line, with "superpower" as the theme.

E. G. Biechler, Frigidaire president, announced that Frigidaire in 1931 built and shipped 35 per cent more household models than in 1930.

* * *

THIS week, originally scheduled for the twenty-seventh annual tournament of the Winter Golf League of Advertising Interests, was just another week to the league members. Instead of spending their days on the golf links at Augusta, Ga., they spent their time at the serious business of advertising. Failure of enough members to sign up for the tournment, resulted in declaration of a moratorium until next winter. It is hoped to renew the tradition in 1933.

* * *

PHONOGRAPH records, considered in American broadcasting as a necessary evil to be shushed as far as Federal regulations permit, are looked upon with respect in British broadcast advertising. A typical Sunday schedule, for instance, as summarized by EDITOR & PUBLISHER'S London correspondent, gives prominent place to an hour of new records, sponsored by H. M. V. Gramophone Company, with Britain's best-known radio announcer, Rex Palmer, announcing the titles. Other makers of phonograph records, including Decca, Vocalion, Piccadilly, and Filmophone, are frequent broadcasters. When the English weekly *John Bull* went into a special promotion broadcast including well-known vaudeville actors, the prize of 500 pounds was offered in a voting contest to determine the most popular records of a dozen that were broadcast. The John Bull program, incidentally, was considered a distinctly new development, since newspapers and periodicals had previously set themselves against advertising on the air.

These advertising programs, of course, are broadcast from radio stations on the continent, although aimed at British listeners. The British Broadcasting Company is prohibited by charter from selling advertising time, and in fact leaves the ether quite undisturbed for much of the time on Sundays. Waiting until 3:30 p.m. to begin, the British stations pause at about 5, and give only a broadcast church service until 9, when there is an hour of restrained music. Thus there is little competition for the advertising broadcasts from France and Holland, which run almost without a break from 10:30 a.m. until midnight.

* * *

BRITISH newspaper men, by the way, noted a reversal of the free publicity problem in a recent broadcast. Instead of radio interests seeking free newspaper space, a newspaper, the *Birmingham Post and Mail*, obtained complimentary mention of its children's club, the Gugnuncs, by a broadcasting ventriloquist. "The B.B.C." according to the correspondent, "is discreetly silent about this."

The incident might offer interesting possibilities for putting the shoe on the other foot, if newspaper promotion managers put their minds to it.

CAPITOL WRITERS ELECT

Mrs. Mildred McCann Moss, state capitol representative, *Frankfort* (Ky.) *State Journal*, and *Lexington* (Ky.) *Herald*, has been elected president of the Capitol Press Club. Other officers are: Paul J. Hughes, *Louisville Times*, vice-president, and Dwight L. Pitken, manager of the Frankfort bureau of the Associated Press, secretary and treasurer. Mrs. Moss succeeds Pryor H. Tarvin, *Cincinnati Times-Star*.

LINOTYPE NEWS MOVES

The offices of *The Linotype News* and of the publicity department of the Mergenthaler Linotype Company have been moved from 461 Eighth Avenue, New York to Linotype headquarters, at 29 Ryerson Street, Brooklyn.

PUBLISHER ATTACKED

Following publication of a story criticizing F. LeRoy Cooke, Commissioner of Parks and Public Property of Kansas City, Kan., and Inspector Will J. Bradish of that department, Paul J. Brindel, publisher of the *Wyandotte Sentinel*, Kansas City community newspaper, was attacked and beaten by Bradish. The publisher suffered severe head cuts, bruises and a fractured rib. Mr. Brindel, who has been supporting Dr. John R. Brinkley for Governor of Kansas and attacking the present Kansas City administration, received a message that a tailor wanted to see him in his store. When the publisher arrived he was met by Bradish and two accomplices, who, Brindel says, stood by while Bradish attacked him.

CONTEMPT LAW CHANGE SOUGHT IN OHIO

Sigma Delta Chi Chapter Would Prohibit Aggrieved Judge from Hearing Indirect Cases Involving Newspapers

(*By telegraph to* EDITOR & PUBLISHER)

COLUMBUS, O., Jan. 26.—Advocating a change in the contempt laws in Ohio affecting newspapers, the Ohio State Chapter of Sigma Delta Chi passed a resolution today to the effect that a special judge be appointed by the governor, legislature or by the bench itself to hear all contempt of court cases in Ohio in which newspapers are the defendants.

The resolution reads: "RESOLVED, that the present Ohio contempt of court law be abolished or changed and in its stead a new law shall be passed wherein it will be provided that a special judge shall be appointed to hear and judge all constructive, newspaper contempt of court actions."

The chapter plans to take steps at once to force a change in the contempt law. Its members intend to solidify the opinions of newspaper editors and publishers, lawyers, ministers, women's clubs, and other organizations into an appeal for the suggested change.

"It is a blot upon the name of any state to have in its law books a contempt law which makes the presiding judge act as judge, jury and prosecuting attorney in deciding whether or not a newspaper can be held in contempt," stated M. Philip Chapman, of New Rochelle, N. Y., president of the Ohio State chapter.

Through the united action of Sigma Delta Chi with practicing newspapermen, lawyers, and civic bodies the contempt law in Indiana was changed last year.

ALEXANDER JOINS GRAPHIC

Resigns from Radio Guide to Become President of Macfadden Daily

E. M. Alexander, vice-president of the *Radio Guide*, New York, has been appointed president of the *New York Evening Graphic*, succeeding John Marscher, resigned, it was announced this week by Bernarr Macfadden, publisher.

Mr. Alexander was formerly vice-president of the *New York World* and *Evening World*, and prior to that was vice-president of W. R. Hearst's *New York American* and *New York Evening Journal*. He was at one time advertising manager of the *New York Tribune*, and held the same position on the *New York Herald* before its merger with the Tribune. He was at one time advertising director of the *New York Sun*, and served for a period as publisher of the *New York Daily Mirror*.

SENT WRITER TO HAWAII

Many weeks of preparation enabled the *Victoria* (B.C.) *Daily Colonist* to get first news of the signing of the recent trade agreement between Canada and New Zealand. The Daily Colonist sent Bruce A. McKelvie, its managing editor, to Honolulu after an intensive study of import and export data, to cover the negotiations between Hon. H. H. Stevens, Canadian Minister of Trade and Commerce and Hon W. Downie Stewart, Minister of Finance and Customs for New Zealand.

WILLIAM R. WEIDENTHAL

William R. Weidenthal, president of the Weidenthal Printing Company, Cleveland, and former business manager of the *Jewish Independent* in that city, died at his home, Jan. 24, after a long illness. He was the son of the late Maurice Weidenthal, one-time editor of the *Cleveland Plain Dealer*, and editor of the Jewish Independent. Mr. Weidenthal was business manager of the Jewish paper for 20 years.

PERSHING IN PRESS CLUB

Gen. John J. Pershing was made an honorary member of the Press Club of Chicago, Jan. 27.

TELEPHONE SURVEYS PUNCTURE RADIO CLAIMS TO INTENSIVE COVERAGE

Actual Listeners Few and Those Who Know Name of Program Sponsor Are Fewer Still—Gallup Advocates Use of Newspaper Space to Promote Programs

By GEORGE A. BRANDENBURG

This is the last of three articles on reader interest as determined by the survey methods used by Prof. George H. Gallup of Northwestern University.

FACTS gathered in recent studies on radio coverage offer new chances to build newspaper advertising linage, in the opinion of Prof. George H. Galllup of Northwestern University. He has developed a method of determining actual radio coverage now widely used by a number of newspapers and advertisers. These studies have established fairly definitely the small actual coverage offered by radio.

"This information can be utilized in two ways," Prof. Gallup explained. "The facts can be used first to curb extravagant claims about radio coverage, and, second, to turn the situation to the advantage of the newspaper, and, incidentally, of the radio."

Prof. Gallup observed that all of the direct checks on radio programs which have been made during the past year point to the small actual coverage offered by the radio to the advertiser, in contradistinction to the rosy picture presented by questionnaires and by a number of radio's staunchest advocates. Actual surveys of radio listeners show the advertiser that his dreams of reaching multitudes of listeners usually have no foundation of fact.

"In other words, while the potential audience is all, or very nearly all, that enthusiasts claim, the actual audience is but a small part of this," said Prof. Gallup. "Of every 100 typical American families, roughly a fifth are not at home on a given evening; a fourth of these do not own radio sets. Half of the remaining 60 haven't their sets turned on. The audience represented by the 30 families who are listening, is divided among all the programs on the air; and only a small proportion of those 30 listeners can identify the sponsor of the program to which they are listening, or the product advertised."

Newspapers, in obtaining this information, have performed a service not only for the advertiser, but for the radio broadcasting companies, Prof. Gallup declared. For the first time it becomes possible to make a comparison of the costs of reaching a given number of persons by various media. The way is also indicated for increasing the size of the radio audience.

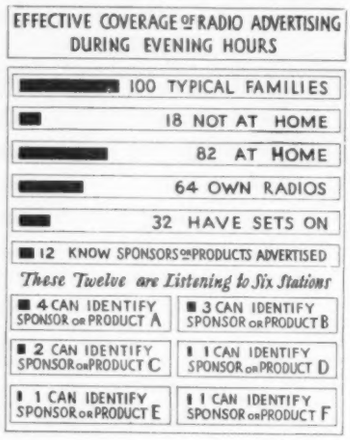
Prof. Gallup pointed out that while the actual audience is small at the present time, the formula for successful radio advertising consists in narrowing the margin between the actual and the potential audience. Likewise, in that direction lies the opportunity of the newspapers to capitalize on the situation.

"It should be fairly obvious to any advertiser that by using newspaper space to publicize his radio program, it is entirely possible to increase the size of his audience in any community," Prof. Gallup stated. "Experimental evidence already at hand indicates the effectiveness of paid program publicity.

Motion picture advertising offers an illuminating analogy to this situation, he pointed out. Theatre owners have found by experience that, while their pictures bring patrons if no advertising is run in the newspapers, much larger crowds are attracted if advertising is used.

Within a few years, Prof. Gallup predicts, radio advertisers will realize, along with theatre owners, that they can increase their audience by running effective advertising copy concerning their own programs, in addition to the program announcements printed in the news columns of the newspapers. The far-sighted newspapers will capitalize on this situation, Prof. Gallup believes.

"For example," he remarked, "if by the expenditure of a few dollars a radio advertiser can increase his audience by a third or a half, then such an expenditure represents a wise economy. A good program reaches an audience made up of four per cent of the 65 per cent of the radio-owning families who are at home on a given evening. It is certainly



The above chart represents the "on-the-spot" coverage of radio, based on telephone surveys made by Prof. Gallup and his assistants, indicating definitely the small actual coverage offered by radio to the advertiser. Effective newspaper radio program advertising will tend to reduce the margin of difference between the potential radio audience and the actual listener audience, Prof. Gallup believes.

within reason to believe that such a program could by proper publicity reach twice or three times as many persons."

In addition to increasing the size of the actual audience, radio advertising is important in making the public conscious of the product advertised. One of the short-comings of radio advertising at present is that a very small proportion of the listeners to a program can identify the advertiser. Effective newspaper radio program advertising should be able to correct this fault, in the opinion of Prof. Gallup.

Radio program advertising is in itself effective copy. Prof. Gallup's surveys show that 30 to 40 per cent of both men and women read the radio programs printed in newspapers. Much of this interest carries over to the advertisements featuring radio programs.

Now that it is possible for any advertiser to determine with a high degree of accuracy the actual coverage of his radio advertising, the next step, as Prof. Gallup sees it, is to compare the cost of reaching 1,000 actual listeners with the cost of reaching 1,000 actual readers of newspaper copy. In a sense, the problem of determining the actual readers of an advertiser's newspaper copy is quite similar to the problem of determining the number of actual radio listeners.

While there is not yet enough information on particular radio programs to draw any conclusions as to the comparative costs, one preliminary study showed the newspaper to have a great margin of superiority over the radio. Another study indicates the opposite. Obviously, much depends upon the effectiveness of the radio program itself, and of the newspaper copy.

"It is my belief, however," said Prof. Gallup, "that except for the occasional radio advertiser who has a good program presented at the best hour, an advertiser can reach a thousand actual readers more cheaply that he can reach a like number of actual listeners. Of course, this has nothing to do with the intrinsic selling merits of the media. This factor can be determined only on the basis of results."

The advertiser can make a start in checking his costs per 1,000 listeners by following the simple procedure which Prof. Gallup has developed. The method involves calling persons on the telephone, during the actual time of the broadcast, and asking the following questions:

1. Does the individual have a radio set?
2. If so, is it turned on, or was it when the telephone rang?
3. Does the listener know who sponsors the program, or what product is being advertised?
4. Does he know from what station the program is being broadcast?

The calls must be made during the actual time of the broadcast, he pointed out, in order to be entirely reliable. The persons doing the telephoning must also keep a careful check of the number of persons not at home, in order to eliminate the first group from the potential audience, in establishing the size of the actual audience. By selecting names to be called from among telephone subscribers only, a group of slightly higher than average buying power will be reached. Due allowance should be made for that factor, he said.

Since one girl can make about 20 calls an hour, the expenses of such a check are obviously insignificant. Likewise, the method offers the advantage of cutting a true cross-section of actual listeners. Other methods such as checking by wrappers and coupons sent in, by calling the next day to question individuals about the programs heard the night before, or by sending out questionnaires, do not offer as reliable a picture as the "on-the-spot" coverage.

A typical report on an actual radio listening survey made four consecutive evenings during the past month between 8:30 and 9:30 o'clock in one city shows the following results:

How many calls were made? 110.

How many failed to answer the phone, showing nobody home? 18.

How many refused to talk at all? 1.

How many said they owned a radio set? 76.

How many said they were listening to the radio when called? 37.

How many said they were not listening? 39.

How many who were listening were able to name the station? 23.

How many could not name the station? 14.

How many could name the thing being advertised, or the advertiser? 8.

How many did not know what the program was advertising? 29.

Prof. Gallup has obtained comparable information on newspaper advertising by a survey method he has devised, which was described in a previous article in EDITOR & PUBLISHER.

"The mere expenditure of money in a newspaper does not assure an advertiser that he is going to reach all the readers of that paper, any more than a radio advertiser can hope to reach all those who own radio sets," concluded Prof. Gallup. "In the final analysis, it is a matter of checking the reader interest of that particular advertisement, as compared with the listener interest of a particular radio program sponsored by an advertiser. The cost of reaching the actual newspaper audience, as against the cost of reaching the actual radio audience should then determine which medium is more profitable for the advertiser."

COLORADO-WYOMING MEETING

Midwinter conventions of the Colorado and Wyoming Press associations were held jointly in Denver recently. M. O. York, editor of the *Weldona* (Col.) *Tribune*, was elected president of the Colorado association, and J. B. Griffith, owner and editor, *Lusk* (Wyo.) *Herald*, head of the Wyoming group. Other officers of the Colorado association are: T. E. Nowells of Colorado Springs, vice-president; Edwin A. Bemis, Littleton, secretary, and Fred Betz of Lamar, treasurer. Other officers of the Wyoming association are: Earl Hanway, Casper, vice-president, and Mart T. Christensen of Cheyenne, secretary and treasurer.

POPULARITY CONTESTS STIMULATING TRADE

Newspapers in 40 Cities Co-operating With Merchants in Voting Plan With Bermuda Trip as Prize —Backed by Agency

A business stimulator popularity election plan is now in progress in 40 cities, representing nine central states, under the joint auspices of local newspapers and merchants. A similar plan was successfully carried out in 34 cities in four midwest states during the latter half of 1931. As a result of these elections some young woman receives a trip to Bermuda and additional prizes are awarded to runners-up.

Kenneth C. Smith, of Matteson-Fogarty-Jordan Company, Chicago agency that furnishes the promotion material, declared that in addition to the prestige and credit a publisher receives for having sponsored a project that stimulates the business of the city, from a monetary standpoint, he receives 5,000 lines of promotional advertising furnished by the agency, local advertising and certain direct profits from the sale of ballots to the merchants.

"The full co-operation of the local merchants' association is obtained before the contest is started," explained Mr. Smith. "This means that the merchants agree to buy the ballots before any of the promotional plans are launched and the contest is self-supporting after it gets under way. Money from the sale of ballots pays for the prize trips and the other incidental expenses."

The contests usually last six weeks, with 100 votes given with every $1 purchase or paid on account. The winners from various cities go in parties, under the chaperonage of the railroads and steamship lines.

"By the use of travel prizes, rather than cash or merchandise, the agency aims to attract the interest of transportation companies to the small city as an important market for travel customers and eventually to influence the placing of travel advertising in the small city newspaper," explained Mr. Smith.

The results of the contests held to date have been more than gratifying, according to Mr. Smith, who has received numerous letters from local publishers and merchants. Nearly 40,000,000 votes were cast in the Terre Haute popularity election, with 109 co-operating merchants. In Galesburg, 25,000,000 votes were cast and 75 merchants participated. At the present time the *Evansville* (Ind.) *Courier-Journal* is sponsoring a contest and has already requested 50,000,000 ballots. The *Clinton* (Ia.) *Herald* holds the record, with 116 merchants co-operating.

WILL PUNISH POLICEMAN

Though justified in arresting four Washington newspaper photographers to prevent them from taking pictures of the funeral of Mrs. Spencer Ilsley, murder victim, at Middleburg, Va., Jan. 15, State Traffic Officer T. F. Stafford, acquitted last week on a charge of assault was wrong in knocking one of them down and in being unnecessarily rough with the others and will be punished for his action, McCall Frazier, state director of motor vehicles has notified Governor John Pollard. The injured photographer was Joe B. Roberts, *Washington Herald*.

"MORTICIAN" IS BANNED

The *Chicago Tribune*, in an editorial last week, announced that the word mortician had been barred from its columns. Asserting that the word suggests "nameless obscenities" the editorial said in part: "The word mortician has appeared in the Tribune for the last time. This decree goes forth not for lack of sympathy with the ambition of undertakers to be well regarded but because of it. If they haven't the sense to save themselves from their own lexicographers, we shall not be guilty of abetting them in their folly."

THIS RETAIL WORLD

A Synopsis of Developments of Particular Interest to Newspaper Executives

By WILLIAM NELSON TAFT
Editorial Director, Retail Ledger Publications

OUTLINING recently the questions of immediate importance to retail stores and the larger, progressive (big advertising) stores in particular, Dr. Paul H. Nystrom, Professor of Marketing at Columbia University, cataloged them as:

1—That each individual retailer determine the actual profit-building qualities of the commodities he handles and the customers he serves.

2—That he adopt a new concept of the store personnel to include the fitting of expenditures for executives' salaries and wages to present possibilities of costs and profit, developing a definite schedule of work for each employe and adopting a system of some sort designed to educate his personnel along better selling lines.

3—That he leave no stone unturned to work out a solution of the rental problem, permitting rents to be adjusted to changing conditions.

4—That he reconsider the kinds of lines that he can profitably handle, with a view to taking on new lines if advisable or dropping some of those he is now handling if they are unprofitable.

* * *

IN line with Prof. Nystrom's fourth recommendation it is interesting to note that the Hartman Corporation, which has for years operated a chain of furniture and house furnishing stores throughout the middle west, will shortly establish a department in their main store devoted to women's apparel, selling this for cash only, in striking contrast to the open account and installment payment privileges open to patrons of the other departments.

Offhand, women's wear would not appear to be a logical running mate for furniture but, especially these days, you never can tell. Adversity is making a lot of strange retail bed-fellows, though it's doubtful if there are any stranger than the two fish-and-millinery stores uncovered by the Trial Census of Distribution in Baltimore in 1926. Hartman's, however, feels that the apparel sections will draw a number of women to their store and, since this department will be located in the basement, customers will have to pass a lot of tempting bargains in housefurnishings to get to them. Moreover, the department is to be of the self-service type, which means that little overhead will be involved and the idea can be scrapped almost overnight if it doesn't prove successful. Though there are few furniture stores of any size in the country which handle women's wear, there are, strange to say, several which have found jewelry to be an excellent profit-building sideline.

* * *

ANOTHER radical development of much the same type is the ice company in the middle west which is now selling electric refrigerators. Competing with itself! Of course it is. But who has a better chance to observe, note and report the need for a new ice box than the iceman? And, having noted the handwriting on the wall, the company in question intends to continue to sell ice at the same time that it gets a firm foothold on the ground floor of a new and highly promising industry—one which made sales of $250,000,000 last year, in spite of "conditions."

* * *

THE drug store, of course, still remains the classic example of adding sideline after sideline, up to the point where it now frequently has more "departments" than the average department store. But it's doubtful if you could guess what the leading department of today's average drug store is. If you're interested, I'll be glad to forward figures on sales volume in different sections of the store.

* * *

FURTHER up-to-the-minute data on the way in which retail prices have dropped are now available from the new spring and summer catalogs of Sears, Roebuck and Montgomery Ward, the former showing price cuts of from 11 to 47 per cent from the same book of a year ago, while the Montgomery Ward catalog includes reductions that range from 16 to 66 per cent under those of 1931.

In the major lines, Sears has slashed its wearing apparel 16 to 47 per cent; dry goods, 20 to 35 per cent; home furnishings, 12 to 46 per cent; paints, roofing, wallpaper, etc., 11 to 20 per cent, hardware and farm implements 14 to 47 per cent, which means that they'll have to do a lot more business this year than last in order to break with 1931 when they were $43,000,000 (11.1 per cent) under the 1930 figure and $93,000,000 below their 1929 peak.

Ward sales in 1931 showed an even sharper drop in comparison to the year before, slipping $52,000,000 (19.4 per cent) and $72,000,000 below 1929, in spite of the fact that the patronage of the local retail stores of both organizations increased last year and in 1930. It's a good thing that both catalog houses foresaw the approaching decline in mail-order sales, due, in large part, to the popularity of the automobile and the extension of good roads which made it much easier for their customers to get around from place to place—and launched their far-flung systems of local stores, where goods can be seen, picked up, handled and sold. If they hadn't, their 1931 sales drop would have been a whole lot sharper than it was.

* * *

EVEN since chain stores stepped into the spotlight a few years ago they have been accused on all sides of featuring "loss leaders"—goods sold below cost of handling—in order to attract additional patronage. It was difficult, however, to say how widespread this custom was until the Federal Trade Commission made its recent report to the Senate on this phase of chain store operation, a report which indicates that the chains' practise of using loss leaders as bait is on the increase.

Chain organizations operating 16.8 per cent of all chain stores covered in the F.T.C. report followed this practise in 1929, as against those operating 14.8 per cent of the chain stores in 1922. Also, where 15 of the 26 kinds of chains were "guilty" of this practise in 1922, 19 of them were doing it in 1928, while eight of the earlier 15 were reported to be doing more of it than they had six years before.

The Trade Commission's report makes the obvious comment that "advertised brands make the best loss leaders", only 5 per cent of the chains reporting that they occasionally sell private-brand goods at less than actual net purchase cost. Palmolive soap, Star lard, Maxwell House coffee, Jell-O, Shredded Wheat, Campbell's soups and Gold Medal flour are the favorite items on which price is cut in the grocery field, the Commission declares, with Palmolive soap, Ipana toothpaste, Listerine, Bayer's aspirin and Gillette blades the leaders—in more than one sense—in drug stores. Strange to say, the variety chains are charged by the Commission with being the most flagrant offenders in this respect, stores of this kind being apparently "willing to sustain record-breaking losses on advertised commodities that are ordinarily sold in other retail stores."

* * *

HOSIERY is a major sales item with department and women's wear stores generally, but few stores know just what factors lead in obtaining patronage for their hosiery counters, and, by the same token, what factors should be emphasized in their hosiery advertising. The results of a survey among a thousand average store customers in connection with this question will be forwarded upon request. It should lead to more resultful hosiery advertising.

* * *

HAVE you noted the series of highly unusual advertisements which Kaufmann's, in Pittsburgh, is running on the one page of the paper that most advertisers overlook entirely, but the page that probably receives more reader attention than any other in the paper—that which contains the comics?

The advertisements, in the form of a comic strip, illustrate the adventures of "Col. Cherrio", an oldish sort of lad with a highly human temperament. One strip, for example, shows the Colonel weeping copiously before a sign advertising a big schooner of beer for 5c, his passage down the street with his handkerchief to his eyes, his entering Kaufmann's "Epicure Department" with long rows of interesting looking bottles, his trip homeward in which a bottle in his hand narrowly escapes breakage, his handing the bottle to his butler and, finally, his air of perfect content as he accepts a cocktail from the same butler. Not a word of dialog appears in the panels but, at the bottom of the strip are the words: "The body-blow, when the Colonel runs into one of those old-time beer signs! He's all hot and bothered until he wanders into Kaufmann's Epicure Department. No, sir—nothing alcoholic—just the flavors—but *what* flavors!"

Kaufmann's Colonel bids fair to become one of the standbyes of the page on which it appears—and if there's the slightest reason why somewhat the same idea should not be adopted by other stores, to the mutual advantage of the advertiser and the medium in which the copy appears, I, for one, fail to see it.

* * *

AND now for the National Retail Dry Goods Association Convention, the most elaborate and, by long odds, the best program ever presented by the leading retail association of the country, a program which, in spite of the fact that it contains two addresses by the writer of this column, is truly worthy of the "coming of age party" of the N.R.D.G.A. More next week.

C. P. SHELDON APPOINTED

I. L. Gartland, general sales manager of the Northwest Paper Company, with mills at Brainerd and at Cloquet, Minnesota has appointed Clarence P. Sheldon as district sales manager for the Pacific Coast. His headquarters will be in San Francisco, 149 California street.

The Dallas Morning News*

is the *only* newspaper that covers the whole Dallas retail trading area. The News has a greater circulation than any other paper, morning or evening, in Texas. *John B. Woodward, Inc., representatives.*

Circulation Daily 92,658. Sunday 104,095.

The Dallas Journal*

covers the city and near-by suburbs in the evening.

Circulation 43,993. *John B. Woodward, Inc., representatives.*

** The News and Journal have a combination optional rate that makes them the best two-paper buy in their field.*

The Semi-Weekly Farm News

is the big farm newspaper of rural Texas—goes twice each week into over 120,000 farm homes. *Representatives: Sam Dennis, Chicago; Paul W. & Guy F. Minnick, New York.*

SAVING ON THE UNSI
THE PUBLISHER'S WE

"I AM apprehensive. I prea d
Phillips Brooks to a friend befo e

So with the publisher — yeste 's
more reason for a better pap o
advertisers scan with critical s.

Today's paper is the sum total c
missing stellar feature, every ga
issue constitutes its own indictm t

The publisher's wisest means o ri
better production — a Woodi p
erected now to do for him in a
lesser equipment could accom h.

WOOD NEWSPAPER MI
The Economist th
HENRY A. WOOD
501 Fifth Ave, N

SIN—
WEST MEANS OF THRIFT

ead too well last Sunday," said
efore ascended his familiar pulpit.

er's high achievement is all the
peoday. Readers are unsparing,
l s.

tal character and quality. Every
y gard straw of news, every thin
ctnt of editorial parsimony.

s orrift is more efficient, faster and
diz plant — planned, constructed,
in active days to come what no
mph.

MINERY CORPORATION
ist the Pressroom
A. WOOD, President
A, New York

CAMERAMEN AWARDED PRIZES IN CHICAGO

Loewe and Eckhardt of Chicago Tribune Co-Winners of First Prize for Sport News Photos—774 Pictures Exhibited

Two *Chicago Tribune* photographers, William Loewe and Fred Eckhardt, shared honors in the grand prize, the Walter L. Gregory trophy, for the best news pictures in the first annual exhibition and contest of the Chicago News Cameramen's Association held at the Palmer House last week. They are entitled to hold the trophy one year.

A picture of Al Capone leaving the Federal Building in Chicago after his trial for income tax evasion last fall, taken by Mr. Loewe, was selected as one of the best spot news pictures of the exhibit. The other, a dramatic scene of the Eastland, lying on its side in the Chicago river, taken by Mr. Eckhardt in July, 1915, was co-winner of the grand prize.

Winners in the three group contests, in which first, second, third and fourth places carried awards of $50, $30, $25 and $20 respectively, were:

Spot news pictures, first, Fred Eckhardt, Chicago Tribune; second, Jun Fujita, *Chicago Evening Post;* third, William Loewe, Chicago Tribune; fourth, David Mann, *Chicago Herald and Examiner.*

Sport news pictures, first, Al Struck, *Chicago American;* second, John W. Steger, Chicago Tribune; third, Lyman Atwell, Chicago Tribune; fourth, J. E. Wilkins, Chicago Tribune.

News feature pictures, first, tied between William Sturn, Chicago Herald and Examiner and Edward McGill, Chicago Tribune; second, tied among Russell Hamm, *Chicago Daily News;* Sol Davis, *Chicago Daily Times;* Clyde Brown, Chicago Daily News; and Fred Nobel, Chicago American.

Judges of the contest were: Homer Guck, publisher of Chicago Herald and Examiner; Col. Frank Knox, publisher, Chicago Daily News; S. E. Thomason, publisher, Chicago Daily Times; E. S. Beck, managing editor, Chicago Tribune; L. A. Brophy, Associated Press bureau manager; Merton T. Akers, United Press bureau manager; and I. Gershman, City News Bureau manager.

There were 774 pictures entered in the exhibition, which lasted four days. More than 1,500 people attended the exhibit.

RETURNS TO OLD POST

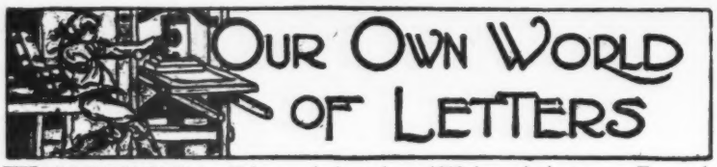
Edward Ruhfel, formerly financial editor of the *Brooklyn Daily Eagle* and more recently with the Chase National Bank, New York, returned to his old post on the Eagle recently. He succeeds the late Paul M. Bungard. Floyd Barger, Eagle school editor, has been appointed Sunday editor to succeed Morton Savell, who resigned to make a trip to the South Seas. Mr. Barger has been with the Eagle five years, starting as a district reporter.

TRIBUTE TO OULAHAN

Tribute was paid to Richard V. Oulahan, late head of the *New York Times* Washington bureau, and the late Graham B. Nichol, a founder of the National Press Club, at the ceremonies attendant to the installation of Bascom N. Timmons as president of the club in Washington, Jan. 24. Theodore Tiller, past president, eulogized both Mr. Nichol and Mr. Oulahan. President Hoover, Speaker Garner and other notables were present at the ceremony.

URGING HOME REPAIRS

Under sponsorship of the *Battle Creek* (Mich.) *Enquirer News,* a home improving and modernizing campaign has been started by the building supply business and allied trades in Battle Creek. The campaign is expected to provide jobs for a number of men. Citizens are to be urged to repair garage doors, kitchens, floors, roofs and to engage in home alteration at this time.



WORLD'S WORK for February is in many ways a testimonial to the success of the *Fortune* technique. You see it just thumbing over the pages. For instance, Margaret Bourke-White's photographs of Russia and the pictorial charts on the armies and navies of the Big Five. And few of the articles carry by-lines. Almost all of them are industrial—"Coffee and . . .," on lunch wagons; "Every Modern Convenience," on Skyscraper Equipment; and "20th Century, Ltd." with photos by Rittase. Of special interest to newspapermen are: "Scooping the World," a list of beats since 1871; and "Journalism a la A. & P.: Chain-paper News as sold by Hearst, Scripps-Howard, Patterson-McCormick, Block, Curtis, Macfadden, Gannett, et al.," which is really a pretty good popular account of the chains, in spite of that terrible jazzy headline. Some of the best phases: "Howard is a brilliant man at the net, but Scripps plays a sound baseline game . . . The most inveterate critics of Big Business among the press are the two biggest newspaper corporations, Hearst's and Scripps-Howard . . . The majors customarily buy distressed journals. Gannett invariably goes after the leading paper in the city."

* * *

IN *Vanity Fair* for February, Alva Johnston (under another rather strained headline—"Twilight of the Ink-Stained Gods") presents parallel lives of Mr. Hearst and Mr. Ochs—"Two barons of the native press, and how their contrasting journalisms have both eclipsed the editors. Every day of his life Hearst strives to exert his influence to the utmost. Ochs is a hoarder of influence; he uses it economically, parsimoniously . . . But a few mild words sometimes have a surprising effect."—And if you know everything about both Mr. Hearst and Mr. Ochs, read in this Vanity Fair Paul Gallico's sketch "City Desk Nicholls"—but maybe you know Nicholls, too.

* * *

THE February *Scribner's* prints Louis Adamovic's "The Papers Print the Riots," the theme being: "Publishers and editors do not realize that by playing up largely news of violence and ignoring most of the non-violent labor news, they indirectly—and unwittingly, of course—urge labor to violence. . . . The press, I think, can do a great deal to lessen the fierceness of the impending struggles between capital and labor."

Also in this number is "Moving Toward Monopoly" by Lawrence M. Hughes, formerly editor of the column on Advertising in the *New York Evening Post* and now news editor of *Sales Management.* Concentration of wealth and business power is Mr. Hughes' theme. A good newspaperman, he gives facts, figures and names. "Two names rule large . . . Morgan and Rockefeller . . . Rockefeller has more wealth, Morgan more power. . . . Twenty concerns have assets each of more than $1,000,000,000 . . . In sales, the billion-dollar list is smaller: A. T. & T., General and Ford motors, Standard of New Jersey, U. S. Steel, Metropolitan and New York Life, and the Great Atlantic & Pacific Tea Company." The insurance companies, A. T. & T., Ford and A. & P. don't fit into the Wall Street picture; Mr. Hughes calls the first two "more socialistic" than the concerns with closely held stocks, and reminds us that Ford and A. & P. are strictly family concerns. Maybe the trend is not so certainly toward monopoly—or so unquestionably to Morgan-Rockefeller domination.

* * *

THE manufacturer who wishes to reach a specialized market, whether it be that of beauty shops and toilet articles, or farm operating equipment, or mayhap soaps, detergents, and sanitary products, to say nothing of some four-score others, will find aid in the Market Data Book, whose 1932 issue is just out. For each market the book gives a concise summary, followed by a list of the publications which may be used to reach that market. Circulations, rates, mechanical details and other information are listed for each publication.

The book is published by Class & Industrial Marketing, Chicago. A special section deals with Canadian publications. Another feature is a list of reference publications in various business fields.—R.S.M.

* * *

STANLEY WALKER of the *New York Herald Tribune* on press agents in the February *Harpers* is wise, witty and informing. The title is "Playing the Deep Bassoons" and Mr. Walker well expresses the contempt of the newspaperman for the press agent in such sentences as:

"The cracked-up newspaperman who finds himself pushed out of his profession because of progressive illiteracy, spavin, or too much bad celery tonic, almost invariably turns to some sort of publicity job. . . . A great many fairly able men, seeking to return to newspaper work after publicity has proved less attractive than they expected, find the door closed. . . . The schools of journalism, which at least theoretically have always had the support of the press, are actually turning out more press agents than newspapermen. Thus the bread cast upon the waters bounces back in the form of bricks."

There have been improvements in propaganda for the professions; and press agents for the larger industrial groups, Mr. Walker says, "are not nearly so bad as one might suppose."

* * *

ANOTHER exposé of a type is anonymous "I'm Signing Off: a Radio Announcer Betrays his Profession" in this month's *Forum*—maybe a little more like what you'd expect to find in the *Mercury.* And when you turn to the new issue of the Mercury you have a companion piece, Robert Littell's "A Day with the Radio," a striking piece of reporting and criticism.

In the same issue of the Mercury Owen P. White's "Member of Both Clubs" tells of the rise to political power in New Mexico and the United States Senate of Bronson Cutting, and how that rise was aided by Mr. Cutting's ownership of the *Santa Fe New Mexican.*

* * *

ANOTHER lively senatorial biography is "Senator James E. Watson, the professional Public Servant" in the February *Atlantic* by Frank R. Kent of the *Baltimore Sun.*—R.W.

* * *

IS the long, dull spell in business making public taste more serious? It looks so—especially when you consider some of the current magazines. Before Ray Long left *Cosmopolitan,* his interest in Russian modern fiction had led him to introduce a good deal of editorial matter on the new Soviet economy. The post-Long regime of Cosmopolitan is turning more and more to current topics, and the lead article in the February issue is a remarkably clear and simple defense of the gold standard by Professor E. W. Kemmerer of Princeton, who is famous for standardizating and stabilizing the currency and the financial structures of so many different countries. Conservative editors who have escaped a stampede to a silver standard or to bimetallism in the days since Great Britain went off gold should read his article—and be reassured. And it is reassuring to know that Professor Kemmerer thinks the depression can't last much longer.

J. H. BATEMAN PROMOTED

J. H. Bateman, who has been promotion manager of the *Lansing* (Mich.) *State Journal* for several years, has been advanced to foreign advertising manager, it has been announced by Paul A. Martin, publisher. Mr. Bateman succeeds Herbert J. Baker, who is taking an extended leave after many years of continuous service.

ADVERTISED BRANDS HAVE BEST CHANCE

National Advertising Manager Says Merchants Will Welcome Known Products, Backed by Paid Space

"The year 1932 presents the greatest opportunity in years to manufacturers of advertised and known brands of merchandise," says H. A. Bard, national advertising manager of the *St. Paul Daily News.*

"Business is very much concerned about profits. Buyers for retail firms are studying their sales reports. They are thinking. It was hard to exact a profit in business in 1931. They can place a finger on items which they know made money for them. The best of these were well-advertised numbers on which price was maintained. They know there was a profit on these.

"Then come the products which moved easily with plenty of turnover due to ready acceptance by the public. Maybe some of these moved at a cut in price but here too there was a profit. In the list are 'cats and dogs' which were bought on a price basis or a promise of advertising which was either not released or was too spasmodic to count for much. Much of this stuff is on the inventory list and will have to be marked down.

"These buyers will not take so many chances in 1932, but will receive the salesman for goods of known quality, backed by a house of unquestioned integrity, with open arms. They know they can sell this advertised and well-known merchandise.

"Merchants will surely, too, ask about the 1932 advertising program. Good schedules will spell good business to them. The salesmen with the right goods and the advertising to move it will get the business this year."

LIBEL CASE SETTLED

A special supreme court in Tulsa, Jan. 12, wrote the final chapter in Justice J. W. Clark's $50,000 libel case when it denied his petition for rehearing, and ordered the mandate issued forthwith. A special court on Dec. 1 reversed the judgment of the Atoka county district court which found against the *Tulsa World* and O. O. Owens. In reversing the lower court's decision, the special court appointed by the governor held that an advertisement inserted by Owens in the World was not libelous per se. It also ruled against Clark on the grounds the statute of limitations had run, due to another case filed and withdrawn in Oklahoma county district court. He then took the case to the supreme court.

ON CENTENNIAL COMMITTEE

Several Utica, N.Y., newspapermen have been named to membership on the committee arranging for this year's city centennial observance. They include: Paul B. Williams, editor; Francis E. Carney, day city editor; D. Emlyn Evans, news editor; Vincent S. Jones, night city editor; Rae B. Candee, city hall reporter, all of the *Utica Daily Press;* and William J. Woods, managing editor, *Utica Observer-Dispatch.*

PUBLISHERS ON ALL-YEAR BOARD

Three publishers are members of the new board of directors of the All-Year Club of Southern California, national tourist advertising organization for the southern part of California. They are W. F. Prisk, publisher, *Long Beach Press-Telegram;* C. H. Prisk, publisher, *Pasadena Star-News,* and A. T. Richardson, publisher, *Pomona Progress-Bulletin.*

GOODRICH IN PHILADELPHIA

Edmund Goodrich has been named general foreman of the composing room of *Philadelphia Record.* He started as a printer's devil in the newspaper office of his father in Hemphill, Texas, in 1905. He joined *New York World* in 1924 and in 1929 was made assistant foreman in charge of linotype machines.

PURELY PERSONAL

FORMER Governor W. P. Hobby, president of the *Houston Post-Dispatch*, and Mrs. Hobby are parents of an 8½-pound son, born last week, and christened W. P. Hobby, Jr.

L. M. Nichols, publisher, *Bristow* (Okla.) *Daily Record* and president of the National Editorial Association, has been elected president of the Bristow Chamber of Commerce.

George F. Booth, publisher, *Worcester* (Mass.) *Telegram-Gazette*, has been elected a vice-president of the People's Savings Bank at Worcester.

Howard H. Fitzgerald, president, *Pontiac* (Mich.) *Daily Press*, has been elected a member of the city planning board of East Grand Rapids, Mich.

Fred L. Rentz, publisher, *New Castle* (Pa.) *News*, has been appointed a member of the Greater Pennsylvania Council by Governor Pinchot.

William J. McHale, editor, *Chilton* (Wis.) *Times*, has been awarded second prize, and Jesse A. Leason, editor, *Neillsville* (Wis.) *Press*, a lesser prize, in the National Editorial Association's contest for the best editorials on "Government in Business."

Walter S. Chambers, editor, *Newcastle* (Ind.) *Courier-Times* and a member of the state senate, has been appointed a member of the Indiana State Tax Survey Commission to succeed the late George L. Saunders, editor of the *Bluffton News-Banner*.

Murl H. DeFoe, co-publisher, *Charlotte* (Mich.) *Republican-Tribune*, was reappointed postmaster of that city Jan. 20.

Benjamin Williams, 9, son of Paul B. Williams, editor, *Utica* (N.Y.) *Daily Press*, recently suffered a severe head laceration when struck by an automobile.

G. B. Heal, editor, *Salt Lake Tribune*, has returned to his office after a short illness.

IN THE BUSINESS OFFICE

HARRY J. FORD, business manager, *Regina* (Sask.) *Daily Star*, has returned to Regina from a business trip to Winnipeg.

Stuart P. Welch, assistant to the business manager, *Buffalo Times*, has been reelected vice-president of the Harvard Club of that city.

A. R. Michener, general manager, *Harrisburg* (Pa.) *Telegraph*, is recovering from an illness.

Fred Pierce, national advertising department head for the *Sioux City* (Ia.) *Journal*, has joined the *Billings* (Mont.) *Gazette* as advertising manager.

William H. Bruce has resigned as advertising manager of the *Portland* (Me.) *Evening News*. Francis B. Hill has been made acting advertising manager.

Carl Bloomeyer has joined the *Mt. Clemens* (Mich.) *Daily Leader* as local advertising manager. R. A. Waterbury, with the Leader for many years, becomes national manager.

IN THE EDITORIAL ROOMS

RICHARD H. LAUSON, editor, *Kiel* (Wis.) *Tri-County Record*, weekly, and Mrs. Lauson are parents of a son born Jan. 19.

G. J. Johnston, feature writer, *Regina* (Sask.) *Leader-Post*, is now announcer and compiler of the daily "News Butcher" program over radio station CKCK, operated by the Leader-Post.

Dawson Duncan, former assistant bureau correspondent at Austin for the *Dallas* (Tex.) *Morning News*, has joined the "Traylor for President" organization in Texas as publicity director.

Robert B. Beith is writing editorials for the *Portland* (Me.) *Press Herald* during the illness of Brig. Gen. Harry M. Bigelow.

Clark H. Galloway, city editor, *Council Bluffs* (Ia.) *Nonpareil*, has been elected a director of the chamber of commerce.

Arthur L. Marek, assistant city editor, *Los Angeles Herald-Express*, is in Phoenix, Ariz., directing coverage of the Judd case for International News Service and the Herald-Express.

John A. Aspinwall is writing a series of stories for the Gannett Newspapers on "How New York State Cares for Its Criminal Insane."

Jack Williams Jarrell, reporter, *Topeka State Journal*, posed as a "drifter" recently and wrote a series on unemployment.

Michael Rizzolla, cameraman, *Yonkers* (N.Y.) *Statesman*, and Mrs. Rizzolla are parents of a daughter, born New Year's Day.

Leo J. Hershdorfer, who recently succeeded Irving Brody as political reporter, *Union City* (N.J.) *Hudson Dispatch*, is at Trenton covering the legislature.

Fred Russell, sports editor, *Nashville Banner*, is recuperating from an appendicitis operation.

Miss Stella Draper, *Portland* (Me.) *Evening News*, has returned from a five months' leave of absence during which she visited the West, including California.

Lyall Hutton Hill, state editor, *Waterbury* (Conn.) *American*, is in Waterbury hospital where he underwent an operation for appendicitis.

Al Kershen, formerly reporter, *Elizabeth* (N.J.) *Times*, has joined the Bergen County desk staff of the *Union City* (N.J.) *Hudson Dispatch*, succeeding Owen Kennedy, resigned.

Al Phelan, head of the photographic staff, *Albany* (N.Y.) *Evening News*, has resigned to join Clifford A. Howcroft in a local news picture service.

Edward H. Carlson, ship news reporter, *Portland* (Me.) *Evening News*, has been made poetry editor of *Sun-Up*, Maine magazine.

Mary Elizabeth Prim, for some years editor of a page headed "Antiques," in the Saturday issue of the *Boston Evening Transcript*, has resigned.

Joseph McIntosh, formerly with *Elizabeth* (N.J.) *Times*, has joined the *Plainfield* (N.J.) *Courier*.

Jack O'Brien will return on Feb. 1 to the sports editorship of the *San Antonio Evening News*, a position he held several years ago. He will succeed Marville Gill, who resigned to become secretary of the San Antonio baseball club.

Paul Talmage has resigned from the copy desk, *Salt Lake Tribune*, to enter the weekly paper field.

Lillard (Mike) McGee, sports editor, *Topeka Daily Capital*, has started a series of regular weekly broadcasts over radio station WIBW, speaking each Monday night on "sports personalities."

Charles Ritchie has joined the staff of the *Regina* (Sask.) *Daily Star*, in charge of the new bureau office in Saskatoon, Sask.

Harry Marotta, district man, *Hoboken* (N.J.) *Jersey Observer*, has been transferred to city hall to succeed John J. Toohey, Jr., who recently resigned to become secretary to Governor A. Harry Moore of New Jersey.

Miss Jean Logan, society editor, *Ottawa* (Ont.) *Citizen*, has returned from a month holiday in Bermuda.

John H. McGoboney, news editor, *Middlesboro* (Ky.) *Daily News*, has been appointed chairman of the Middlesboro Rotary Club committee to help work out a local Washington Bi-Centennial celebration.

James Crowell has joined the *Hoboken* (N.J.) *Jersey Observer* as a reporter.

Lawrence F. Jessup, *Grand Rapids* (Mich.) *Herald* editorial department, and Mrs. Jessup are parents of a daughter, born Jan. 17.

Kenneth A. Hamel, *Toledo Blade* reporter, and Mrs. Hamel are parents of a son, born last week.

Charles P. Beazley, city hall reporter, *Lynchburg* (Va.) *News*, has returned after an absence of three weeks because of illness.

Roscoe D. Bennett, sports editor, *Grand Rapids* (Mich.) *Press*, and Mrs. Bennett visited in Chicago Jan. 23 and 24.

Clifford Guest, reporter, and James L. Lovern, veteran member of the advertising staff, *Pueblo* (Col.) *Chieftain*, are in hospitals recovering from operations.

Harry Carr, *Los Angeles Times* columnist and magazine editor, sailed for Honolulu Jan. 30.

Harry J. Gourley has been named feature editor of the Centennial Edition of the *Utica* (N.Y.) *Observer-Dispatch*, which will be issued Feb. 28.

Hugh Hughes, associate editor, *Utica* (N.Y.) *Daily Press*, has been elected vice-chairman of the Utica branch, Allied Citizens, a society for support of the 18th amendment.

Marion Bowen, *Hollywood* (Cal.) *Citizen-News* feature writer, is leaving for Europe in February.

Don Price, with sports department *Nashville Tennessean* for some months, is now with the editorial department. Price has been selected Rhodes scholar from Tennessee for next year. He was graduated from Vanderbilt University last June.

Harold L. Weedman has been named successor to E. S. Wightman as managing editor of the *Farmer City* (Ill.) *Journal*. He has been with the paper five years.

Harvey T. Woodruff, sports writer, *Chicago Tribune*, is spending his vacation in New York City

Marvin McCarthy, sports editor, *Chicago Daily Times*, is on vacation in Florida.

Edson B. Smith, financial editor, *Boston Herald and Traveler*, started his second course in investments at Harvard Hall in Cambridge, Mass., Thursday evening. The course will include eight lectures.

Junius B. Wood, *Chicago Daily News*, has written a series on the world's wheat problem, now appearing.

Harry R. Elliott, business editor, *Topeka Daily Capital*, has returned after a six weeks' leave of absence in Albuquerque, New Mexico.

David Innes, formerly assistant provincial news editor on the night side of *Regina* (Sask.) *Leader-Post*, has been transferred to the day side as reporter.

Charles "Chuck" Ritchie has joined the news staff of *Regina* (Sask.) *Daily Star* in charge of a bureau at Saskatoon.

Miss Kay Demorest, women's editor of *Regina* (Sask.) *Daily Star*, has returned from a holiday visit to the Pacific Coast.

J. W. Worthington, who has been in business in Gulfport, Miss., has been made editor of the *Ouachita Citizen* at West Monroe, La. He was formerly with the *Monroe News-Star*.

A. Ranger Tyler has become literary editor of *Albany* (N.Y.) *Knickerbocker Press*, succeeding E. E. Herwig.

FOLKS WORTH KNOWING

HARRY W. SHARPE, Pacific Division news editor of the United Press, served with the U.P. in Chicago, Lincoln, Neb., Kansas City, and Columbus, O., before going to San Francisco. He first joined the U.P. in 1923 in Chicago. Among the stories he has covered are the Shenandoah disaster, the Ohio Penitentiary fire, the mine disaster at Athens, O., which took 81 lives, and the Cleveland Clinic disaster.

HARRY W. SHARPE

He started newspaper work on the *Douglas*, (Ariz.) *Daily International* in 1919. He then went to the *El Paso Herald*, where he spent a year and a half covering a number of border cities. Next he went to the *Peoria* (Ill.) *Journal-Transcript*, and the *Indianapolis Star*.

"SWAMPED WITH PEOPLE WANTING TO KNOW WHY WE STOPPED . .

BESIEGED WITH PROTESTS FROM READERS"

IT'S the old story with TARZAN. . . . This time it happened with The Peterboro Examiner. . . . Tarzan was left out of the paper for several days. . . . Then came the tidal wave of protest . . . and TARZAN quickly went back in. . . .

IT'S on the basis of tested popularity that the TARZAN strip and page are sold. . . . Start them and run them for ten weeks. . . . Then stop. . . . If readers do not demand their reinstatement you drop them. . . . Our gamble is that you will be swamped with people wanting to know why you stopped . . . people who buy your paper to read TARZAN. . . . For samples please wire . . .

UNITED FEATURES

MONTE BOURJAILY, *General Manager*

220 East 42nd Street, New York

EDITOR & PUBLISHER
FOURTH ESTATE

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JOURNALIST NEWSPAPERDOM

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THE OLDEST PUBLISHERS' AND ADVERTISERS' JOURNAL IN AMERICA

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Office of Publication and General Offices:
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Telephones:
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EDITORIAL PERSONNEL

Marlen E. Pew, *Editor;* Arthur T. Robb, *Managing Editor;* Warren L. Bassett, *News Editor;* Robert S. Mann, *Associate Editor;* John W. Perry, *Feature Editor.*

EXECUTIVE

James W. Brown, *President and Publisher;* Marlen E. Pew, *Treasurer;* C. B. Groomes, *Secretary and Business Manager;* James W. Brown, Jr., *Promotion Manager;* G. H. Strate, *Circulation Manager;* S. L. Dare, *Classified Manager.*

London, England, office: Walter House, 418/22 Strand, W. C. 2. Miss Muriel G. Atkins, *Manager*. London Editor: Allan Delafons, 113 Edenbridge Road, Enfield, Middlesex. Paris, France, office: 76 *rue des Petits Champs*, Sydney R. Clarke, *Manager*, Paris Editor: George Langelaan, 15 *rue Portal, Enghien-les-Bains, Seine et Oise*. Tokyo Correspondent, Clarence A. Davies, c/o Japan Advertiser. Washington Correspondent: George H. Manning, *National Press Club Building*. Chicago Office: *Suite 1716, London Guarantee and Accident Building, 360 North Michigan Avenue*, George Brandenburg, *Correspondent;* and Otto L. Bruns, *Western Advertising Representative*.
Pacific Coast Representatives: R. J. Bidwell & Co., 742 *Market Street*, San Francisco; Times Bldg., Los Angeles; and Stuart Bldg., Seattle, Washington.

International Year Book issued last Saturday in January—
"A.N.P.A." service numbers last two Saturdays in April—
Advertising Convention number first Saturday in July—
Newspaper advertising linage tabulations in March and September—
Newspaper rates and circulations in January and July—
Market Guide containing information on 1,400 newspaper markets third Saturday in November—
Size of type page 9 x 12 inches—168 agate lines (13 ems) on four columns—total of 672 agate lines to the page—
Largest type page in the business paper field—
Display advertising rates: transient, 75c per agate line, or series of insertions as follows:—

Size	Lines Agate	1 Time	6 Times	13 Times	26 Times	52 Times
1 Page	672	$250	$225	$200	$190	$168
½ Page	336	140	120	110	100	95
¼ Page	168	75	70	65	60	55
⅛ Page	84	50	45	40	33	30
1/16 Page	42	30	25	20	17	16

The single column forty-two line rate marker card at a cost of $16 per week, earns as low a rate on a 52-time basis as any other schedule, namely, $168 per page; $95 half page; $55 quarter page. Classified rates: 75c per agate line one time; 60c per agate line four times.
Situations Wanted: 50c per agate line one time; 40c per agate line three times (count six words to the line).
Subscription rates: By mail payable in advance United States and Island Possessions $4 per year; Canada $4.50; Foreign $5.
Member of the Associated Business Papers and subscribing to its standard of practice.
Charter Member of the Audit Bureau of Circulations with a certified "A.B.C." circulation as follows:

Six Months Ended	Net Paid	Total Distribution
December 31, 1931.....	10,116	11,120
" " 1930.....	10,403	11,417
" " 1929.....	10,180	11,564
" " 1928.....	8,967	10,019
" " 1927.....	8,220	9,546
" " 1926.....	7,014	7,966

WEDDING BELLS

MISS LUCILE JARRARD, business office staff, *Lynchburg* (Va.) *News and Advance*, to Henry Maupin Leigh, Jan. 23.

Francesca Dekum, society editor, *Portland Morning Oregonian*, to Sheldon Tibbets Mills of Pasadena, Cal., Jan. 23.

Miss Mary Magdalene Engemann, daughter of E. D. Engemann, publisher, *Belding* (Mich.) *Banner-News*, to Edward J. Selbach, of Iona, Mich., Jan. 19.

Lloyd Payne, circulation manager, *Ironton* (O.) *News*, to Miss Audrey Ishmael recently.

Ward Irvine, editorial writer, *Portland* (Ore.) *Journal*, to Mildred Weeks, society editor of the same paper, recently in Port Orchard, Wash.

Miss Marie Hudler, daughter of Daily M. Hudler, publisher, *Noblesville* (Ind.) *Times*, to Francis A. Studler, in Ft. Wayne, Sept. 24. The marriage has just been announced.

PRESS ASSOCIATION NOTES

GILBERT PARKER, former Western Division news manager for the Associated Press and more recently with the San Francisco staff of the *Wall Street Journal*, is in Honolulu on special assignment for the Pacific Coast News Service and International News Service.

Ellis H. Martin, coast division manager, International News Service, is on the job again after recovering from a two weeks' illness.

Luther A. Huston, central division news manager of International News Service, Chicago, attended the meeting of the Kentucky Press Association in Louisville, Jan. 21-23.

CHANGES OF OWNERSHIP

SALE of the *Lubbock* (Tex.) *Plains Progress* by James L. Dow to Stanley Sigler, former owner of the *Wink* (Tex.) *Times-Herald*, is announced. Mr. Dow becomes owner of the Wink paper. The Lubbock publication has been named the *County Herald*.

Gunnison (Colo.) *News Champion* has purchased the *Gunnison Republican*. The News Champion also owns the *Elk Mountain Pilot* at Crested Butte, Colo.

Lawrence E. Perry, formerly one of the publishers of the *Sheboygan Falls* (Wis.) *County News*, now is part owner of the *Waterloo* (Wis.) *Courier*. He is associated with his brother-in-law, H. P. Thompson.

Rifle (Colo.) *Weekly Telegram* was sold recently to W. R. Smith of Topeka.

John D. Bell former publisher of the *Athol* (Mass.) *Chronicle*, has purchased at auction the *York* (Me.) *Transcript*.

NEW PUBLICATIONS

PUBLICATION of the *Fredonia* (N.Y.) *Censor* was begun this week, with Manley Sessions as editor and F. A. Gradler as business manager.

First issue of the *Lincoln County Coast Guard*, new weekly published at Yachats, Ore., appeared recently. B. J. White is publisher.

Essex County Farmer, 16-page tabloid in the interests of farmers of Essex County, Massachusetts, recently made its appearance. Charles V. Phelan of Lynn, for many years identified with newspaper and radio advertising, is the publisher. Albert R. Maine, former Lynn newspaperman, is editor.

Santa Ana (Cal.) *Orange County Outlook*, Democratic weekly, has made its appearance. Robert W. Ramsey is publisher and Delbert E. Davenport, editor.

Russian Courier, a weekly published in Russian, has been started by Harry Bennett at 540 South San Pedro street, Los Angeles.

H. A. & L. S. Wenige, publishers of the *Clark County Mirror*, Sellersburg, Ind., and the *Clark County Sentinel*, Borden, Ind., recently established the *Jeffersonville* (Ind.) *Post*, a weekly. H. A. Wenige was formerly publisher of the *Evening News*, Jeffersonville.

Obituary

REV. JOHN W. HUBER of Rochester, N.Y., father of Erwin Huber, advertising manager of the *Baltimore News and American*, died Jan. 21 at the age of 76.

WILLIAM J. SULLIVAN, circulation inspector, *New York Evening Post*, dropped dead of heart disease Jan. 22. He was on his way to see a doctor when he died. He was 43, unmarried, and had been on the Post for six months, previous to which he worked for the *New York Sun* and other papers.

MRS. J. J. RICHARDSON, 82, widow of one of the founders of the *Davenport* (Ia.) *Democrat*, died in Davenport, Jan. 22. She was a graduate of Vassar and went to Davenport in 1883 as first principal of St. Catherine's School for Girls.

WILLIAM E. GUINN, 56, former Maine correspondent for the Associated Press, died Jan. 24, at his home in Bayside, N.Y. He was long associated with the A.P. in Portland, Boston and New York. Of late years he has been engaged in the real estate business in Bayside.

E. E. BROWN, 43, editor of *The Ruralite*, weekly, of Sylva, N.C., died Jan. 23 at his home after a brief illness.

A. T. SMITH, editor, *Webster* (W.Va.) *Echo*, died at his home at Webster Springs Jan. 21, aged 70 years .

LUCIUS ROBERTS, 47, until recently waterfront editor of the *San Francisco Chronicle*, died of heart disease in San Francisco, Jan. 21. He was editor of the *Marysville* (Cal.) *Appeal* for some time.

ANTHONY MITTELHAUSER, for the past four years with the advertising department of the *Pittsburgh Sun Telegraph* died at his home in Mt. Lebanon, Jan. 23, aged 48 years.

A. V. HADLEY, SR., 43, who for more than 23 years had been employed by the *Atlanta* (Ga.) *Journal* as an accountant, was found dead at his home in Atlanta, Jan. 23.

E. D. MARNELL, 76, for almost 50 years publisher of the *Nebraska City* (Neb.) *News*, died recently. Marnell served for years as a member of the Nebraska City Council and was a prominent Democrat.

WILLIAM HAY AULD, who in partnership with R. R. Brett had been publisher of the *Essex* (Ont.) *Free Press* since 1896, died Jan. 21.

NORMAN C. BALL, 59, publisher of the *Clarion* (Pa.) *Republican* and *Knox Herald*, died at his home in Clarion Jan. 18, after an illness of two days. At one time he was managing editor of the old *Pittsburgh Leader*.

A. JAY STUMP, 64, veteran Iowa newspaperman, publisher of the *Ottumwa* (Ia.) *Review*, a daily, until 15 years ago when he went to Oregon, died Jan. 18 in the Deaconness hospital, Marshalltown, Iowa.

P. W. "JACK" DINSMORE, 53, until recently editor and owner of *Rifle* (Colo.) *Telegram*, died Jan. 16 at Chula Vista, Cal., of a heart attack.

EDWARD H. BROWN, advertising manager of the Vickery and Hill Publishing Co., Augusta, Me., died Jan. 26 at Geneva, Ill. He is survived by his wife, two daughters and two sons, Hunter and Edward H., the latter president of the E. H. Brown Advertising Agency, Chicago.

ERNEST H. PIERCE

Ernest H. Pierce, publisher of the *Revere* (Mass.) *Journal* for more than 50 years, died at his home in Marblehead, Jan. 23. He had sold the weekly which he established in 1881, to Lewis R. Hovey two weeks ago. Mr. Pierce was born in Boston in 1863. His wife survives.

MRS. LAURA C. YOUNG

Mrs. Laura C. Young, wife of Harvey R. Young, advertising director, *Columbus* (O.) *Dispatch*, died at her home in Columbus, Jan. 26. She had been an invalid for several years.

NATIONAL PRESS CLUB INDUCTS TIMMONS

President Hoover and Other Notables Present at Elaborate Ceremonies—'Tiny Tim' Movies Is Feature of Show

By GEORGE H. MANNING
Washington Correspondent, EDITOR & PUBLISHER

WASHINGTON, D. C., Jan. 25.—With President Hoover, a large array of other public officials and some 1,500 members of the National Press Club and their guests present, Bascom N. Timmons, Washington correspondent for the *Cleveland News, Houston Chronicle*, and several other dailies, was sworn in as president of the organization for 1932 last Saturday night.

The inaugural ceremonies were part of an interesting and elaborate entertainment that held the President, applauding and laughing, in his seat until the final curtain. It was Mr. Hoover's first visit to the National Press Club and that he enjoyed the antics of Arthur "Bugs" Baer, the columnist and humorist who acted as master of ceremonies as well as the others, was clearly evident.

Other officers inducted at the same time were: Raymond P. Brandt, *St. Louis Post-Dispatch*, vice-president; Lee Poe Hart, *New York Journal of Commerce*, secretary; George E. Durno, International News Service, financial secretary; Charles A. Hamilton, *Troy Times*, treasurer; W. O. Murphy, Jr., *Philadelphia Public Ledger*, chairman of the board of governors as well as the following members of the board: Ralph A. Collins, *New York Sun;* Sir Willmott Lewis, *London Times;* George Stimpson, *Pathfinder;* Lorenzo Martin, *Louisville Times;* Robert S. Pickens, Associated Press; and Aubrey E. Taylor, *Washington Post*.

Immediately following the induction of the new president, Mr. Timmons, who is from Amarillo, Tex., was presented with a new gavel made of the leg of a deer and the horn of a Texas bull, by Speaker of the House of Representatives John N. Garner.

Probably the outstanding feature of the entertainment was a moving picture called "Tiny Tim" (he is well over six feet tall) showing the capture of Timmons on the plains of his native state of Texas. Timmons was dressed in his old cowboy regalia while other members of the club acted as his captors. The acting was done at Fort Myer in nearby Virginia with the help of a company of Uncle Sam's cavalry all dressed up in cowboy togs.

The famous Marine band furnished music. The list of entertainers included many radio stars. The program was broadcast over the Columbia chain from 9:45 to 10:15 P. M.

A "special inaugural edition" of the *Washington Post* was distributed to the merry-makers. It represented the efforts of Aubrey E. Taylor, managing editor of the Post and Edward T. Folliard, of of the staff.

Mr. Timmons succeeded Eugene S. Leggett, correspondent for the *Detroit Free Press*, as head of the press club.

JUDGE'S RULE STANDS

The judges of the St. Louis Circuit Court decided Jan. 25 not to issue an order in connection with the exclusion of newspaper reporters from inside the bar of the court of Judge Clyde C. Beck. The judges felt that they had no authority over the conduct of his court. Judge Beck's rule requiring reporters to remain outside the bar of his court followed publication of news articles telling of paroles he had granted.

LEO MURPHY

Leo Murphy, board of trade editor for the *Chicago American*, killed himself Jan. 23. He had been with the financial departments of the *Chicago Herald and Examiner* and the American for 15 years, and became the American's board of trade editor a few years ago. He had been despondent since the death of his bride in an automobile collision while they were on their honeymoon in October.

N. Y. ADVERTISING MEN HEAR BUSINESS NEED

Manufacturer, Retailer and Newspaperman Must Get Together, Merchandiser Says at Syracuse Meeting

The manufacturer, the retailer and the newspaper advertising man must put their feet under the same table and do some hard thinking; and when they do there is plenty of evidence that they can all do some profitable business during 1932. That is what advertising men on New York State newspapers were told by expert merchandisers at their three-day convention in Syracuse this week.

The convention was the largest of the Advertising Department of the New York State Publishers' Association. The principal speakers were Gilbert T. Hodges, president, Advertising Federation of American; Charles W. Mears, advertising counselor; J. A. Hirschman, advertising manager, Lord & Taylor, New York; and Walter G. Bryan of New York, head of the Walter G. Bryan organization.

Mr. Hodges cited case after case among United States manufacturers in which it took only some thinking and an idea to produce business, make a profit and keep their employes working. "In each instance," he said, "advertising was one of the most indispensable factors in the merchandising program. It was advertising which furnished the motive power for constructive ideas."

Speaking for the retailer, Mr. Hirschman said:

"The day of the high powered salesman is past. I want the advertising salesman to know something about his paper, also an indication of his knowledge of my business. Throw your high powered statistics, charts and disks into the discard; the other fellow in town comes in and shows something to knock yours all hollow."

Mr. Hirschman declared a clean newspaper which is an integral part of the community and interested in building it up is what the merchandiser of long standing is interested in.

"Millions of dollars are wasted every year on advertising in the pretty picture magazines and on radio crooners," Mr. Hirschman maintained. "Go out and sell the wholesalers. The manufacturer, the newspaper and the retailer must get together for cooperative effort."

Mr. Mears summed up the demands of the time as better merchandising. He saw too much "distress advertising" and declared there was as much need for "demand goods" advertising as ever.

In a discussion period, Mr. Hirschman asserted that the cutting of advertising rates is not going to help business, nor is the cutting of prices.

W. D. Nugent of Media Records gave some figures showing that retail store revenue decreases in 1931 over 1930 were traced almost directly with decreases in advertising appropriations, and where some stores increased their appropriations the picture was different with little resulting red ink.

Miss Ann Chester, home economist, of the Westchester Newspapers, told of cooperation between the newspaper with local clubs throughout the county.

Mr. Bryan asserted that the economic depression began in October, 1926, rather than with the collapse of the stock market in 1929. He said that with a Sunday edition in October, 1926, advertising showed the first signs of falling off, thus foreshadowing the crisis.

The greatest aid which the newspapers are giving to a country suffering economic distress is their following of their own editorial advice of retaining their employees, the speaker declared. He said that the newspaper industry employed 104.5 persons last year for every 100 on their payrolls in 1926.

All officers were re-elected: President, William J. Cannon, *Tarrytown Daily News;* Vice-President, Jack R. Paul, *Gloversville Leader-Republican;* Secretary-Treasurer, Russell C. Harris, *Buffalo Courier-Express.*

CHRISTMAS DRIVE CLOSES

Contributions to the *New York Times'* Neediest Cases fund in the last week of collections, ended Jan. 23, amounted to $2,700, and brought the total for the 1931 drive to $295,660.28. This was $50,130.37 below the 1930 total. The number of contributions for 1931 was 11,310 compared with 11,742 in 1930. In the 20 years of the fund's existence more than $3,300,000 has been contributed.

NORRIS HEADS KENTUCKY PRESS

Retiring President Lovett Scores Attempts to Curb Press Freedom

Referring indirectly to the recent action of Circuit Judge Henry R. Prewitt in barring reporters of the *Knoxville* (Tenn.) *News-Sentinel,* from the Hightower trial at Mount Sterling, Ky., Joe T. Lovett of the *Murray* (Ky.) *Times & Ledger,* retiring president of the Kentucky Press Association, urged Kentucky editors "vigorously to resist any attack on the freedom of the press," at the annual mid-winter meeting of the association in Louisville.

Mr. Lovett said he had observed an attack on the fundamental constitutional integrity of the profession during the last few years which "has even found its way into our own Commonwealth."

James T. Norris, associate editor, *Ashland Independent,* was elected president to succeed Mr. Lovett. Other officers are: Lawrence W. Hager, editor, *Owensboro Messenger-Inquirer,* vice-president; and George A. Joplin, Jr., editor, *Somerset Commonwealth,* chairman of the executive committee. J. Curtis Alcock, editor of the *Danville Messenger,* was re-elected secretary-treasurer for his twenty-first term.

COWLES, JR., HONORED

Gardner Cowles, Jr., executive editor of the *Des Moines* (Ia.) *Register and Tribune,* was awarded the distinguished service award "representing recognition of the individual who, through the Junior Chamber of Commerce, and other activities, has most definitely contributed to the community welfare" of Des Moines during the past year.

F. L. BAKER PROMOTED

Selection of Frank L. Baker as business manager is announced by J. O. Hayes, president of the *San Jose* (Cal.) *Mercury Herald.* H. C. Hayes has been appointed assistant business manager with Raymond J. McMahon advertising manager. Mr. Baker formerly was advertising manager.

OWLS TO HAVE REUNION

The *New York Herald* Owl Alumni Club will hold a reunion and dinner at the Hotel Astor, New York, Feb. 6. There will be no speeches. Hamilton Peltz, president of the club, is in charge of arrangements, and is being assisted by Deltus M. Edwards, secretary, and James Stewart Richardson, treasurer.

L. B. PALMERS RETURN

Lincoln B. Palmer, general manager, American Newspaper Publishers' Association, and Mrs. Palmer returned last week from their honeymoon in Cuba. They will reside at the New Weston Hotel, 49th Street and Madison Avenue, New York City, after Feb. 15.

100-YEAR-OLD WEEKLY SUSPENDS

Medina Register, New York state weekly which has been published for more than 100 years, was discontinued this week by the *Medina Daily Journal* company. The weekly was acquired by the daily about ten years ago and has been published by it during the past decade.

DAILY WINS LIBEL SUIT

The *Okmulgee* (Okla.) *Daily Democrat* was victor in a $5,000 libel suit, Jan. 20, when the district judge hearing the case held the complained of story fair and impartial. The action was brought by Ray Toomer, former county employe.

NEW C.N.P.A. PRESIDENT

Neil R. Murray, editor of the *El Monte* (Cal.) *Herald,* who was recently elected president of the California Newspaper Publishers' Assn.

GENESEE SOCIETY MEETS

Lillian D. Wald Honored at Dinner—Louis Wiley of N. Y. Times Speaks

Society of the Genesee, an association of former residents of the Genesee Valley and Western New York, honored Miss Lillian D. Wald, founder and head of the Henry Street Settlement and Visiting Nurse Service, at the 33rd annual dinner at the Commodore Hotel, New York, Jan. 25.

Speakers were Dr. William M. Lewis, president of Lafayette College; Hon. Arthur E. Sutherland, of Rochester; His Excellency Tytus Filipowicz, Ambassador of Poland; Miss Lillian D. Wald and Louis Wiley, business manager, *New York Times.* Thomas J. Watson, president of the Merchants Association of New York, presided.

The following officers were elected: President, Elon H. Hooker, of the Hooker Electrochemical Company; Vice-presidents, William T. Noonan, John Knight, Dr. Paul E. Titsworth and Miss Lillian D. Wald; secretary, Isaac Joffe; treasurer, Charles E. Meek; historian, William Mill Butler; chaplain, The Right Rev. John Francis O'Hern. Board of Governors: Thomas J. Watson, chairman; Louis Wiley, Ward E. Terry, Edwin S. Friendly, George W. Sweeney, Irving E. Burdick, William T. Dewart, James W. Gerard, Patrick E. Crowley, John N. Willys, J. M. Davis, J. R. Cominsky, George N. Sage, Ellis L. Phillips, Leon J. Wehbring, William R. Willcox, E. E. Loomis, Abraham Benedict, J. C. Klinck, John J. Raskob, Admiral Frank H. Schofield, The Rt. Rev. David Lincoln Ferris, Dr. Murray Bartlett, Wilfred W. Fry, George S. Van Schaick, Frank E. Gannett and Edward G. Miner.

A feature of the dinner was Mr. Wiley's table reaching from one end of the grand ballroom to the other, more than 200 feet in length, at which were seated 128 of his guests.

KIDNAPERS GET PLEA

Parents of Caroline Aguilar, eleven months old, who was kidnaped Jan. 26, pleaded with the abductors through advertisements in Mexico City newspapers to return their child to them. The father, Thomas Aguilar, of Los Angeles, an official of the General Motors Acceptance Company, inserted the advertisements when police confessed themselves to be without clues.

ISSUES CATHEDRAL GUIDE

Augustin McNally, veteran New York newspaperman, has prepared a guide to St. Patrick's Cathedral, New York. It is a 104-page paper-bound volume and contains extensive historical and artistic data on the edifice.

WILLIAM WRIGLEY, JR. DIES OF INDIGESTION

Chewing Gum Manufacturer Built Huge Fortune by Faith in Advertising—"Tell 'Em Quickly and Often," Was His Motto

William Wrigley, Jr., 70, one of the greatest advertisers in the world, capitalist and sportsman, died Jan. 26 at his winter home in Phoenix, Ariz. He fell a victim on Jan. 18 to an apoplectic stroke, following an attack of acute indigestion.

The death of Mr. Wrigley will not alter the present management of his business interests, according to word from Phoenix. Philip K. Wrigley, his son, president of the William Wrigley, Jr. Co., Chicago chewing gum manufacturers, will carry on without changing the policies or personnel of the company, it was announced.

The fortune of William Wrigley was founded on a five-cent package of gum and on his faith in advertising. His advertising motto was: "Tell 'em quick and tell 'em often." He frequently expressed the opinion that advertising is like running a furnace. "You've got to keep on shoveling coal," he said. "Once you stop stoking, the fire goes out."

Estimates by his associates place his wealth between 30 and 100 million dollars. He was the majority stockholder in the Wrigley gum company, whose earnings in 1930 exceeded $12,000,000. He was well known as the owner of the Chicago Cubs baseball team and the Los Angeles club.

William Wrigley, Jr., was born in Germantown, Pa., on Sept. 30, 1861, the son of a prosperous soap manufacturer. At the age of 11 he ran away to New York and there established his first business in the form of a newsstand in front of the *New York Tribune* building. Upon his return home, his father sent him on the road as a soap salesman. He came to Chicago in 1891 and founded his own concern. His first product of manufacture was baking powder. He offered gum as a premium to baking powder sales.

Later he purchased the Zeno Manufacturing Company and became a gum manufacturer. Twenty-five years after he first embarked on the venture the public was paying $30,000,000 for his products every year and by 1930 his annual sales were above $70,000,000.

Funeral services for Mr. Wrigley took place Jan. 28 at the Wrigley residence in Pasadena, Cal. Upon the construction of a mausoleum on Catalina island, burial will take place, probably during the summer.

BLAKESLEE TO SPEAK

H. W. Blakeslee, western manager of the Bureau of Advertising, A.N.P.A., will speak on the advantages of newspaper advertising at the Netherlands Plaza Hotel, Cincinnati, Feb. 9. The meeting is one of a series sponsored by the Bureau in key cities in the middle west. Executives of the leading advertising agencies and principal advertisers of Cincinnati will be guests of the Cincinnati Publishers' Association at the meeting. Mr. Blakeslee will address similar meetings in St. Louis, Cleveland, Detroit, Milwaukee, St. Paul and Minneapolis during February.

JOINS HARRISBURG A.P.

Gerald Lyons, formerly managing editor of the *Rockville Centre* (N.Y.) *Nassau Daily Review* and for the last month a member of the New York Staff of Associated Press, has been transferred to the Harrisburg, Pa., bureau. He will go to the new post Feb. 1.

RETURNS TO CINCINNATI

August J. Fertig has returned to the *Cincinnati Freie Presse* as manager. Since he left the Freie Presse nine years ago, he has been general manager of the *Westliche Post* in St. Louis, and also advertising manager of the *Waechter und Anzeiger,* Cleveland.

By MARLEN PEW

ONE of my commonest experiences, as no doubt yours, is to have young newspaper folk ask: "Did you know Langdon Smith, who wrote the poem 'When You Were a Tadpole and I Was a Fish'?"

Yes, I knew this admirable writer and reporter and worked on many a story by his side. We covered, for instance, the anthracite coal miners' strike in 1901-2. To his colleagues in New York he was best known as "Denver" Smith, having had his early newspaper training in that city. Mr. Smith died in Brooklyn on April 9, 1908. The correct title of his famed poem is "Evolution." It was his only ambitious effort in verse and as it is not printed in any book of which I am aware its fame is merely legendary to most men in the craft of this day. Scraps of the poem are in the memories of most old-time newspaper people, but I dare say not one in a thousand is in possession of the complete work. Many thousands of the younger generation have never even read it. The first stanzas of "Evolution" were written while Mr. Smith was a member of the Sunday staff of *New York Herald,* in the year 1895. They were printed in the Herald. Four years later, the author having joined the staff of *New York Journal* in the interim, Mr. Smith added a stanza or two and laid the poem aside. Later he completed it and sent the finished version to Arthur Brisbane, his editor, for publication. Mr. Brisbane thought the poem better fitted for the morning edition of the Journal, now the American, and turned Evolution over to Charles Edward Russell, its editor. It appeared in the Morning Journal, in the middle of a page of want ads. No one to this day can explain how it could be buried there, except that the advertisement manager may have taken a liking to it and grabbed it from the galleys. However, even in that obscure position, the poem made an instant hit and the author received letters by the bale for weeks. Several years later Mr. Smith went to work for the Munsey magazines. Robert H. Davis then dug out a copy of Evolution and used it in Mr. Munsey's magazine called "Scrap Book." He introduced it as "ranking as one of the great fugitive poems of the last quarter of the nineteenth century." Later Mr. Davis told me that the demand for that issue of Scrap Book was world-wide and continued for months. As might have been expected many persons in Europe and elsewhere claimed authorship of the poem, but Bob Davis settled that matter effectually by making a statement that he knew that the whole idea, construction and versification were Langdon Smith's and that he was in possession of the original proofs with all corrections in Langdon Smith's handwriting. Much of his prose was as colorful as this poem.

* * *

LANGDON SMITH was about 35 years of age when he came to New York. He was a powerfully built man, humorous in disposition, and a born writer. In his youth he had been a press telegraph operator. During the Spanish-American war he served as a correspondent in Cuba and wrote interestingly of the battles of El Caney, Guantanamo and San Juan. He is still remembered in New York as one of the fastest and cleverest rewrite men that old Park Row ever saw. As a reporter, I'd say he was a wonderful poker player; but if some hard-laboring leg-man would tell him, in a few simple words, what had happened in a given set of news circumstances Denver Smith would dash off the story in manner fit to make the reading public sit up and take notice. Well do I recall one of his stories about a Mrs. Astor's ball. It filled a page of the Journal, was brilliantly descriptive, replete with detail, even recording alleged conversations among the millionaire guests as they tripped the light fantastic about the glittering ball-room of the Astor mansion, but I know that Denver didn't leave the office to get the story, writing the whole thing from a few scraps in the morning papers and a guests' list which some society reporter had supplied. Rarely has a better feature been written for any newspaper than that one. It was in narrative form, starting with the arrival of the "four hundred" fashionables at the mansion, the gay talk and chatter, the dress of the women, stately manners of the males, the early morning departure of the guests and the snapper read something like this: "The lights in the mansion began to fade and presently the towering residence stood black and quiet in Fifth Avenue. Then, from a rear door, twelve men stole into the side street, bundled against the bitter night wind, each carrying a mysterious package done up in green felt. They wound their way through the drifting snow to the corner of Third Avenue, where all sidled through the back-entrance of a certain caravansary operated by Mr. Jake Mullen. Stamping the snow from their feet on to the sawdust floor the 12 men stacked their green bundles carefully on a table and ranged themselves at the bar. 'Twelve up,' said the orchestra leader. 'Sure, 12 up,' answered Jake."

* * *

IN view of the existing demand among members of the newspaper craft for a copy of "Evolution" I shall print it on this page this week. The copyright, if it ever had one, expired long ago. Langdon Smith would not object, though I must say that he seemed never to take much pride in his authorship of this poem. He did not like to talk about it. Once he told me he could not recite it from memory. But he was a newspaper-man to the tips of his pudgy fingers, loved the romance of the work and associated with newspaper people almost exclusively. I fancy he would be pleased to have the youngsters of this day read and possess "Evolution."

* * *

A FIERCE circulation war is raging in London over new insurance schemes. For four years London newspapers have operated their free insurance plan in reasonable harmony but on Jan. 1 *London Daily Mail* gave notice that it would no longer regulate the amounts to be offered to insured readers. This upset the applecart and now the big dailies are in a terrific battle, spending money by the bale. The Daily Mail offers $100,000, instead of $50,000, for husband or wife killed in a railway accident, or $50,000 if either is fatally injured. A new development is $500 school fees for the child up to 17 if the bread-winner meets with fatal accident. Then there are also such new offers as $50 for twins born to registered parents; $50 for Boy Scouts and Girl Guides for accidental breaking of bones.

If husband and wife meet with a fatal accident: $10,000 if in steamship, bus or tram; $10,000 if in taxi, motorcoach or elevator; $2500 if in a private vehicle; $1000 for street accidents; $500 if killed at work; $2500 if killed in sport, or drowned, or while flying, and $1000 if cycling or motor-cycling; $1000 if killed at home and $500 for all other fatal accidents. These offers apply to all readers registering. The Daily Mail states that it has paid out $7,500,000 to registered readers under its insurance scheme since the plan was started.

* * *

THE *Daily Express, Daily Herald, News-Chronicle,* announce wider scope of benefits under their free insurance schemes, but have evidently withheld details until they could see what the Mail was offering, as none of the three specify what these new benefits are. Details are promised shortly. The *Daily Sketch* contents itself with the announcement that it has paid out $950,000 in benefits since the scheme was started in June, 1928. *Daily Mirror,* London's other picture daily, which is owned by the same group as Daily Mail, announces a new scheme offering the same benefits as those of the Mail.

It is estimated that the Daily Mail, Daily Herald and News Chronicle will be spending among them from Jan. 1, at the rate of $5,000,000 a year on this scheme of canvassing for new readers. Newspaper insurance in England is now, after ten years of it, accepted as an established feature of journalistic service. It is not without its "grief," but the publishers seem to like it. I read in *London Evening Standard* the editorial assertion that, owing to the present war, "the newspaper proprietors in London and the provinces have little reason to look forward to a happy new year."

EVOLUTION

By Langdon Smith

WHEN you were a tadpole and I was a fish
In the Paleozoic time,
And side by side on the ebbing tide
We sprawled through the ooze and slime,
Or skittered with many a caudal flip
Through the depths of the Cambrian fen,
My heart was rife with the joy of life,
For I loved you even then.

Mindless we lived and mindless we loved,
And mindless at last we died;
And deep in the rift of the Caradoc drift
We slumbered side by side.
The world turned on the lathe of time,
The hot lands heaved amain,
Till we caught our breath from the womb of death
And crept into life again.

We were Amphibians, scaled and tailed,
And drab as a dead man's hand;
We coiled at ease 'neath the dripping trees
Or trailed through the mud and sand.
Croaking and blind, with our three-clawed feet
Writing a language dumb,
With never a spark in the empty dark
To hint of a life to come.

YET happy we lived and happy we loved,
And happy we died once more;
Our forms were rolled in the clinging mold
Of a Neocomian shore.
The eons came and the eons fled,
And the sleep that wrapped us fast
Was riven away in a newer day
And the night of death was past.

Then light and swift through the jungle trees
We swung in our airy flights,
Or breathed in the balms of the fronded palms
In the hush of the moonless nights;
And, Oh! what beautiful years were these
When our hearts clung each to each;
When life was filled and our senses thrilled
In the first faint dawn of speech.

Thus life by life, and love by love,
We passed through the cycles strange,
And breath by breath and death by death
We followed the chain of change.
Till there came a time in the law of life
When over the nursing sod
The shadows broke and our souls awoke
In a strange, dim dream of God.

I was thewed like an Auroch bull
And tusked like the Great Cave Bear;
And you my sweet, from head to feet
Were gowned in your glorious hair.
Deep in the gloom of a fireless cave,
When the night fell o'er the plain
And the moon hung red, o'er the river bed
We mumbled the bones of the slain.

I FLAKED a flint to a cutting edge
And shaped it with brutish craft;
I broke a shank from the woodland dank
And fitted it, head and haft;
Then I hid me close to the reedy tarn,
Where the Mammoth came to drink—
Through brawn and bone I drove the stone
And slew him upon the brink.

Loud I howled through the moonlit wastes
Loud answered our kith and kin;
From west and east to the crimson feast
The clan came trooping in.
O'er joint and gristle, and padded hoof
We fought and clawed and tore,
And cheek by jowl with many a growl
We talked the marvel o'er.

I carved that fight on a reindeer bone
With a crude and hairy hand;
I pictured his fall, on the cavern wall
That men might understand.
For we lived by blood and the right of might
Ere human laws were drawn,
And the Age of Sin did not begin
Till our brutish tusks were gone.

THAT was a million years ago
In a land that no man knows,
Yet here tonight, in a mellow light,
We sit at Delmonico's.
Your eyes are as deep as the Devon springs,
Your hair is as dark as jet,
Your years are few—your life is new—
Your soul untried—and yet—

Our trail is on the Kimmeridge clay
And the scarp of the Purbeck flags;
We have left our bones on the Bagshot stones
And deep in the Coraline crags;
Our love is old—our lives are old—
And death shall come amain;
Should it come to-day, what man may say
We shall not live again?

God wrought our souls from the Tremadoc beds
And furnished them wings to fly;
He sowed our spawn in the world's dim dawn
And I know that it shall not die,
Though cities have sprung above the graves
Where the crook-boned men made war;
And the ox-wain creaks o'er the buried caves
Where the mummied Mammoths are.

Then as we linger at luncheon here,
O'er many a dainty dish,
Let us drink to the time when you
Were a tadpole and I was a fish.

Circulation

HISTORICAL CONTEST SUCCESS IN TEXAS

$1,500 in Prizes Awarded by Dallas News in "Know Texas" Competition—Entrants Sold Subscriptions

The *Dallas* (Tex.) *Morning News* has just awarded final prizes amounting to $1,500 in cash in its "Know Texas" contest conducted as a circulation builder. Results obtained were satisfactory, Jack Estes, circulation manager, said.

A series of 20 questions covering interesting facts in the history of Texas were selected. One or two leading questions were published in the News as teasers in the advertising campaign that preceded the contest. The 20 questions were then printed on one large sheet, space being left under each printed question for the answer. A coupon was inserted in the news, and each person wishing to enter the contest was instructed to clip the coupon, fill in the blanks and mail it to the circulation department. Full details then were mailed.

Twenty comparatively simple questions were used in the first contest. Each entrant was to obtain two new subscribers to the News, each for one full year, to become eligible. The entrant then wrote the answers to the questions and sent them to the News.

In the first contest there were so many entrants tied for first place that it was found necessary to conduct a run-off contest. In this 20 more difficult questions were selected. The contest was conducted in much the same way. Each entrant in the run-off contest was required to get one new subscriber to qualify as a contestant for the prize money.

FRANK FAY HONORED

Veteran World-Telegram Superintendent Given Testimonial Dinner

Frank Fay, superintendent of the *New York World-Telegram* delivery department, was guest of honor at a dinner given at the Hotel Astor, New York, Sunday night, Jan. 24 by the newspaper delivery men of New York and the Newspaper and Mail Deliverers' Union. Close to 2,000 gathered at the dinner, which recognized Mr. Fay's 25-year membership in the Union. Harry Feldman, president of the Union, was toastmaster. Entertainment was provided by Broadway stars.

Thomas Dowling, director of circulation of the World-Telegram, and Alex McLean, circulation manager were among the speakers.

Mr. Fay, who joined the newspaper's circulation department as a clerk 27 years ago, has been superintendent of circulation for the last 15 years.

Mr. Dowling presented Mrs. Fay and Mr. Fay's mother with a huge bouquet of flowers. Mr. Fay was presented with a Buick automobile by his fellow workers and friends.

Oratorical Contest To Start

The National Oratorical Contest on the Constitution, fostered by 66 newspapers will open for the ninth consecutive year, Feb. 1. High school boys and girls will be the competitors and the preliminaries, held in six regions of the country, will lead to the national finals in Washington, May 21. The winner of each regional contest will be awarded a trip to Europe next summer. The winner of the national finals will receive a silver cup and will compete in the international finals in Washington Oct. 22. Numerous prizes will be distributed to district winners. Contestants will base their speeches on one of 20 topics concerning the Constitution.

Mystery Story Contest

The *Chicago Daily News* is offering $100 in cash prizes weekly for the best solutions to famous unsolved mysteries, taken from the police records of Chicago and suburbs and retold by Robert J. Casey, staff writer.

NEW SUNDAY COMICS

The *Chicago Sunday Tribune* has added two new comics, "Lovey Dovey" by Ferd Johnson, and "Dick Tracy" by Chester Gould, to the comic section and has introduced the use of color comic advertising on the back page of the eight-page section. Two of the regular comics have been reduced in size to occupy one page, as do the new comics. General Foods, Battle Creek, Mich., used the back page of the comic section last Sunday to advertise Jell-O.

Branch Office Robbed

Burglars, robbing the Flatbush circulation office of the *Brooklyn Daily Eagle* last week took 50 cents earned by one carrier boy and eight dollars earned by another, after they had taken $225 from Joseph Lyon, branch manager. They were about to rob four other boys when they were frightened away by the sound of an automobile horn and escaped.

Carter Joins Tulsa Tribune

E. Paul Carter, circulation manager of the *Lubbock* (Tex.) *Avalanche-Journal*, has resigned to become assistant circulation manager, *Tulsa* (Okla.) *Tribune*.

SPONSORING CHARITY CIRCUS

A charity circus will be sponsored by the *Toledo Blade* and *Toledo Morning Times* the week of Feb. 29 in the Armory. Leading acts from all the large circuses will be presented twice daily. Funds obtained will be used for relief of the needy.

Carriers Entertained

More than 40 carriers of the new Nassau county edition of the *Flushing* (N.Y.) *Journal* were entertained and admitted to the "Carrier's Club" of the Journal Jan. 21. The affair was directed by Ernest Levy, circulation manager, assisted by district managers Tom Whelan, Vic Rubenstein, Robert Serrell and Sam Dondey.

Free Seed Exchange

The *Paris* (Tex.) *Morning News* is conducting a free seed exchange for farmers. Joe R. Daniels, farm editor, is in charge. The work is carried on in co-operation with the county farm agent.

Planning Cooking School

The *Columbus* (O.) *Dispatch* has announced its fourth annual cooking school to be held at Memorial Hall March 1-3.

EDITOR & PUBLISHER Classified Advertising RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line
Count six words to the line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any copy.

Business Opportunities

Some Honest-to-Goodness Bargains — Weekly, semi-weekly publications with and without job plants available New York, New Jersey, Connecticut, Delaware, Florida, Kentucky, Louisiana, Massachusetts, Pennsylvania, South Dakota, Virginia. J. B. Shale, Times Building, New York.

Brokers

28 Dailies for Sale, all in Middle West. Details to responsible buyers. Clyde H. Knox, Bryant Bldg., Kansas City, Mo.

Money To Invest

Young Man has $8,000 to invest in newspaper; weekly or daily; give details. C-745, Editor & Publisher.

Partner Wanted

Rare Opportunity

Daily, vicinity New York City; novel, interesting operation; rare field; ethical management; chance to establish a profitable and highly agreeable business. Want meet man having good credentials, ripe experience newspaper and advertising business, to join two others. Fair salary for intensive work. Investment $5,000, payable reasonable terms, matching our equipment and year's work establishing property. State full particulars first letter. Confidential. C-712, Editor & Publisher.

Circulation Consultant

Newspaper Circulation Consultant—If your circulation needs a stimulant, don't fire your circulation manager, call in an experienced outsider to look your plant over for a week or a month. Get advice from a different angle. 15 years' experience Circulation Manager Metropolitan Morning-Sunday-Evening; 6 years' experience manager wholesale newspaper delivery, handling over twenty different daily and Sunday publications. James McKernan, 224 Fourth Ave., Brooklyn, N. Y.

Circulation Promotion

Our "Better Times" Campaigns have unequalled psychological appeal. Hold 5-year American record for cash business on a single drive. Hudson De Priest, 246 Fifth Ave., New York.

The W. S. Kendall Company, 104 N. Bailey Ave., Louisville, Ky.—Circulation Builders—Creators and sole owners of The Kendall Plan.

Circulation Promotion

Over 90% of all circulation campaigns on daily newspapers in the United States and Canada are conducted by The Charles Partlowe Company. The dependable, self-financing PARTLOWE PLAN campaign is absolute insurance of cleanliness, genuine satisfaction and results that have never been equalled in circulation building. Partlowe added circulation is clean circulation. Every subscription verified by the publisher of your Circulation Department. No subscription accepted unless paid for in full by the subscriber. A collect wire, or letter will give you a free Partlowe scientific survey of your field and an intelligent estimate of its possibilities—without obligation. The Charles Partlowe Company, Occidental Bldg., Indianapolis.

Situations Wanted

Advertising—Publishers, Advertising Managers! If the depression caused you to reduce your sales force—now ready to expand—looking for a producer who really knows newspaper problems—let me tell you of my qualifications. Age 42, married, now employed. Available February fifteenth. C-748, Editor & Publisher

Advertising Manager or solicitor, 11 years' experience, under 40, aggressive linage producer, adapt at copy and layout. Now employed. Excellent references. C-742, Editor & Publisher.

Advertising Salesman, daily newspapers, age 36, eighteen years, covering every phase of local, national, classified, desires position. Moderate salary. Successful record four dailies, two as executive. Willing to enter backdoor, solicit and write copy to prove worth. References furnished. Knowledge New England, N. Y., Penn. markets. Wholesale, retail, merchandise experience. Editor retail trade publication. The position may be small in the beginning but the opportunity will be considered above salary. C-739, Editor & Publisher.

Advertising Manager—Aggressive linage producer, successful salesman, layout and copy adept. Age 33, now employed. Excellent references. C-709, Editor & Publisher.

Auditor or bookkeeper—10 years newspaper and three years public accounting experience. Wants position with publisher. C-727, Editor & Publisher.

Cartoonist with ideas, 26, desires position, free lance or full time; also does illustrations. C-705, Editor & Publisher.

Circulation—Young man, eight years' experience on metropolitan papers. Desires circulation managership of daily, three to twenty-five thousand circulation or assistant on larger paper. References as to ability and character. Address, Ralph Jones, 1033 East 102nd St., Seattle, Washington.

Circulation Manager—or assistant—12 years experience. Go anywhere. Salary secondary. C-747, Editor & Publisher.

Classified Manager—Desires southern connection. A go-getter who knows how to bring in space, accustomed to handling men. Now employed. Address C-746, Editor & Publisher.

Circulation—Experienced Circulation Manager will buy circulation of paper up to 10,000 and guarantee increase in revenue and circulation. Box C-749, Editor & Publisher

Composing Room Foreman wishes position; in charge one place 14 years; experienced, steady, reliable, efficient, good makeup; can keep costs down; reasonable salary. C-724, Editor & Publisher.

City Circulator in newspaper field entire life. Available now. Location not essential. C-740, Editor & Publisher.

Desk Man, experienced copy reader, telegraph editor, etc., desires position on afternoon paper in South or East. C-718, Editor & Publisher.

Situations Wanted

Editorial—Reporter, rewrite, features, desk; 26, married, college educated, five years' experience south, southwest, middle-west. Have edited small dailies. References. Desire permanent position. C-708, Editor & Publisher.

Editorial—Experienced feature, editorial and general writer, news gatherer, market specialist, seeks position on any conservative newspaper, big or small town. Testimonials and samples of work furnished. C-717, Editor & Publisher.

Editorial—Young, university educated, newspaper man, contributor national magazine, wants change. Anything in editorial dept. Excellent references. C-706, Editor & Publisher.

Editorial—Young man, seven years metropolitan chain, seeks opportunity in managing editorship on smaller paper, with chance to work into part-ownership. Prefer midwest. C-743, Editor & Publisher.

Editorial—Will act as contributing editor to selected group, non-conflicting, high-class dailies, splitting cost; desire at least one paper in each section of United States; daily typewritten copy; sample and price upon request. C-741, Editor & Publisher.

Editorial — Seek connection weekly or small daily in East on physicians' advice. Age 31. Ten years N. Y., Phila., Baltimore and small town papers. Box C-744, Editor & Publisher.

Sports writer with nationally known signature and reputation seeks newspaper connection. Four years with United Press; eight years' daily newspaper experience; 31, sober, single. Wide knowledge all sports. Not a prima donna and will work anywhere. Dixon Stewart, Editor & Publisher.

Syndicate Man, twelve years of newspaper and all-around syndicate experience on New York newspapers desires position. General experience, production, promotion, artistic layouts. Also vast experience as artist. C-721, Editor & Publisher.

Mechanical Equipment For Sale

Photoengraving equipment for sale. Complete plant or any part. Miles Machinery Co., 480 West Broadway, N. Y.

1 Model 22 Linotype with auxiliary, electric pot, D. C. motor, Margach feeder. A-1 condition. Complete $2,000. Standard-Mercury, New Bedford, Mass.

Equipment Wanted

Wanted to Buy—Single or double width, 21½" cut off, Hoe, Goss, or Scott press. Give full details. C-736, Editor & Publisher.

Photo Supplies

Photo. File for Sale—One of most complete in U. S. up-to-date, compiled expertly for newspaper use. Covers foreign and domestic fields. Over 100,000 portraits. Low price. C-732, Editor & Publisher.

NEWSPAPER PROPERTIES
Bought, Sold and Appraised
All negotiations confidential
Palmer, Suter & Palmer
Business Established in 1899
350 Madison Ave. New York

ADVERTISING
BUSINESS
CIRCULATION
EDITORIAL
MECHANICAL
Men for every department are listed with
CLASSIFIED SERVICE
EDITOR & PUBLISHER

REF. STACK

The Empire State will continue to be profitable to National Advertisers in 1932

A WELL-PLANNED judicious advertising campaign in the leading New York daily newspapers listed herewith, written in the language that people understand, will produce profitable results for national advertisers in 1932. The New York State market is still a virgin field for many national advertisers.

There are millions of consumers who can be contacted, whose earning power is normal, and who have not felt the pinch of curtailed incomes. Perhaps there is no other market in the country where this condition exists today. That is why the Empire State offers plenty of business for national advertisers who will make the same advertising effort they made during the more prosperous years.

Here are listed the Empire State's outstanding daily newspapers. They are in constant touch with the trends and conditions of this great market. They can help you with your plans to reach this great consuming power economically and profitably. Why not call on them?

If you want information on wholesale and retail outlets—if you need merchandising assistance to contact these outlets—they are at your service with this form of co-operation.

	Circulation	2,500 Lines	10,000 Lines
*Albany Evening News.....(E)	47,638	.13	.13
*Albany Knickerbocker Press (M)	30,946	.12	.12
*Albany Knickerbocker Press (S)	51,985	.17	.17
*Amsterdam Recorder-Democrat .....(E)	9,197	.05	.05
†Auburn Citizen-Advertiser-Journal .....(E)	9,048	.065	.055
†Buffalo Courier-Express ..(M)	129,215	.25	.25
†Buffalo Courier-Express ...(S)	175,432	.30	.30
*Buffalo Evening News.....(E)	180,300	.35	.35
*Corning Evening Leader....(E)	9,039	.05	.05
*Elmira Star-Gazette Advertiser .....(E&M)	33,144	.11	.11
†Geneva Daily Times.....(E)	6,002	.04	.04
*Gloversville, Johnstown Morning Herald & Leader-Republicah .....(E&M)	13,453	.07	.07
†Ithaca Journal-News .....(E)	8,106	.05	.05
*Jamestown Morning Post..(M)	12,895	.045	.045
*Kingston Daily Freeman...(E)	8,572	.05	.05
*Long Island City Daily Star (E)	30,461	.15	.10
*Newburgh-Beacon Daily News .....(E)	16,147	.09	.09
†The Sun, New York.....(E)	293,368	.70	.65
*New York Times.....(M)	460,794	.90	.882
*New York Times.....(S)	736,302	1.20	1.176
†New York Herald-Tribune.(M)	325,432	.75	.735
†New York Herald-Tribune..(S)	439,106	.80	.784
†Niagara Falls Gazette.....(E)	23,877	.08	.08
†Port Jervis Union-Gazette (E)	3,343	.035	.03
*Poughkeepsie Star & Enterprise .....(E)	14,951	.06	.06
*Rochester Times-Union; *Rochester Democrat & Chronicle .....(M&E)	162,548	.40	.40
*Troy Record .....(M&E)	24,457	.07	.07

†Government Statement, Oct. 1, 1931.

*A. B. C. Publisher's Statement, Oct. 1, 1931.

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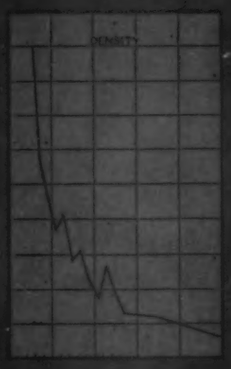
EDITOR AND PUBLISHER

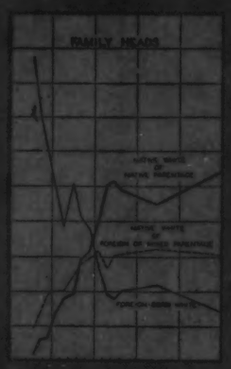
THE FOURTH ESTATE

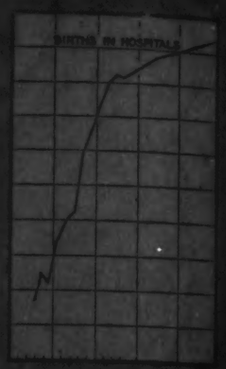
INTERNATIONAL YEAR BOOK NUMBER FOR 1932

Vol. 64. No. 37 TWO SECTIONS SECTION TWO NEW YORK, JANUARY 30, 1932 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign

[Copyright, 1932, by the Editor & Publisher Company]







It is now possible to

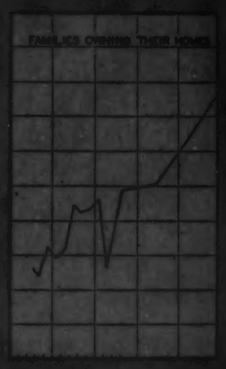
KNOW CLEVELAND!

. . . not merely buildings and street locations, but the LIVING Cleveland, the people who make it what it is

Just Published!

POPULATION CHARACTERISTICS BY CENSUS TRACTS, CLEVELAND, 1930

Here is an authentic analysis of thousands of facts and figures revealed in the most recent official United States census. For the first time in history you can know all about Cleveland's people . . . who they are . . . how they live . . . where they come from.



With Facts like these at your command you will

KNOW CLEVELAND

How many Cleveland people are married.

—how many have children.

—how many are illiterate.

—how many are unemployed.

—how many own radios.

—how many own their homes.

—how many have automobiles.

—the medium rental for every census tract.

—the percentage of foreign-born.

—and hundreds of other pertinent facts and figures.

Here is a book of FACTS that makes merchandising a science—an effective force that can be focused toward any desired objective, because it breaks down every one of the 252 census tracts, each a separate entity, each with its own characteristics, its own institutions, its predominant language, its status in the economic scale, its level of purchasing power, its racial and social individualities.

Here is a book of 236 pages, which, according to recognized authorities, is by far the most noteworthy and valuable study ever made in any American city.

For further information regarding this book, address National Advertising Manager—

CLEVELAND PLAIN DEALER

CLEVELAND'S HOME-DELIVERED NEWSPAPER

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO SEATTLE

WIDE DIVERSITY OF INDUSTRY

Makes for Progress and Prosperity in

BUFFALO

FLANKED on every side by a barrage of busy industries, Buffalo is one of America's most profitable markets. Although the splendid Buffalo harbor is the world's greatest inland port, shipping is by no means Buffalo's chief industry. The large-scale manufacture of steel, flour, automobiles, aeroplanes, chemicals, rubber and other products makes this progressive city the ninth largest industrial center in the country. Little wonder, then, that Buffalo, though thirteenth in population, is fourth in spendable income per capita!

Unique in its remarkable business stability, the Buffalo area is equally unique in the matter of newspaper coverage. Here manufacturers find one newspaper, the Buffalo Evening News, doing a selling job unparalleled in the country . . . and doing it alone! Unapproached in either circulation or reader interest, the News has long been the accepted buying guide for the great Western New York market. Let the News sell your product to its 181,000 families at one low cost.

BUFFALO EVENING NEWS

EDWARD H. BUTLER, *Editor and Publisher*

Western New York's Greatest Newspaper

KELLY-SMITH COMPANY, *National Representatives*

NEW YORK CHICAGO BOSTON DETROIT PHILADELPHIA ATLANTA

THE SAME BASIC UNIT

Is Used for ALL Intertypes

SIDE UNITS ARE ATTACHED RIGHT IN YOUR PLANT

Additional Main Magazines as well as Side Units can be attached Right in Your Own Plant

THE PROGRESSIVE INTERTYPE
Made its way by the way it's made

The FLEXIBILITY of the Intertype creates a capacity for handling composing room problems that is astonishing

• • When your composition problem changes you do not have to carry idle machines or replace a machine if you are using Intertypes. You simply add or subtract the necessary magazine equipment. All Intertypes are built from the same basic unit. As many as 18 different type arrangements can be made available by adding Intertype magazine equipment to the Intertype basic unit.

• • THE UNIT-BUILT INTERTYPE IS A PROFITABLE LINE COMPOSING MACHINE because it is a simple matter to make the Intertype ready for most any kind of composition—right in your own plant—without taking a loss on a used machine or incurring the expense of buying a new one.

• • A single magazine Intertype can be made into a 2, 3, 4 or 6 magazine Intertype right in your own plant by your own machinist and without replacing the machine.

THE BUSY MACHINE IS THE PROFITABLE MACHINE

• • The Progressive Intertype is UNIT-BUILT. Magazines, molds, liners, and even small parts are readily interchangeable. The many new and improved Intertype features that are brought out periodically are applicable to all standard Intertypes.

INTERTYPE CORPORATION

Brooklyn, New York, 360 Furman Street; Chicago, 130 North Franklin Street; New Orleans, 816 Howard Avenue; San Francisco, 152 Fremont Street; Los Angeles, 1220 South Maple Avenue; Boston, 80 Federal Street; Canada, Toronto Type Foundry Co. Ltd., Toronto; London; Berlin • Distributors Throughout the World

Set in Vogue Bold and Vogue Extra Bold

CLINE FLYING PASTERS

FOR HIGH SPEED PRESSES

The Cline Electric Mfg. Co. control basic patents for making Flying Pasters with stationary strap backing and without any backing. Other patents on methods and machinery applied for

THE CLINE ELECTRIC MFG. CO. OFFER—

Reels With Automatic Tensions (Either 3 Roll or 2 Roll Type) With Quick Roll Stop for High Speed Presses, Adjustment From Pressroom Level, Etc.

The Cline Electric Mfg. Co. control patents on the Margin Adjustment, Rotation and Chuck Construction of Reels. Also on Adjustable Stationary Strap Tensions. Other patents pending

Several Hundred Now in Successful Operation

No Running Belts, Plenty of Room for Men to Work

Cline Reels and Tensions Used in the Following Plants—

Chicago Tribune
Dayton News
San Francisco Chronicle
Long Beach Press-Telegram
Cincinnati Enquirer
Louisville Courier-Journal
Des Moines Register-Tribune
Rochester Times Union
Kansas City Star
Cleveland Shopping News
Buffalo Courier Express
Los Angeles Times
Jewish Forward
Columbus Dispatch
Omaha World-Herald
Cleveland News
Reading Times
Chicago Post
Salt Lake Tribune
Manitoba Free Press
St. Louis Star
New York News
Sydney Sun (Australia)
Detroit Free Press
Pasadena Star News
Mead Pulp & Paper Co.
Cincinnati Times-Star
Chicago Daily News
Toledo Blade
Canton Repository
Toronto Star
Daily Oklahoman
Buffalo News
Pittsburgh Press

CLINE-WESTINGHOUSE EQUIPMENT INCLUDES

Unit Press Drive and Control
Double Motor Drive and Control
Magazine Type Single Motor Control
Special Color Press Control
Cline Reels and Automatic Electric Tension
Cline Electric Stereotype Pot Heaters
Plate Conveyors and Droppers
Typesetting Machine Drives

CLINE ELECTRIC MFG. CO.

Main Office, Conway Building, 111 W. Washington St., Chicago, Ill.

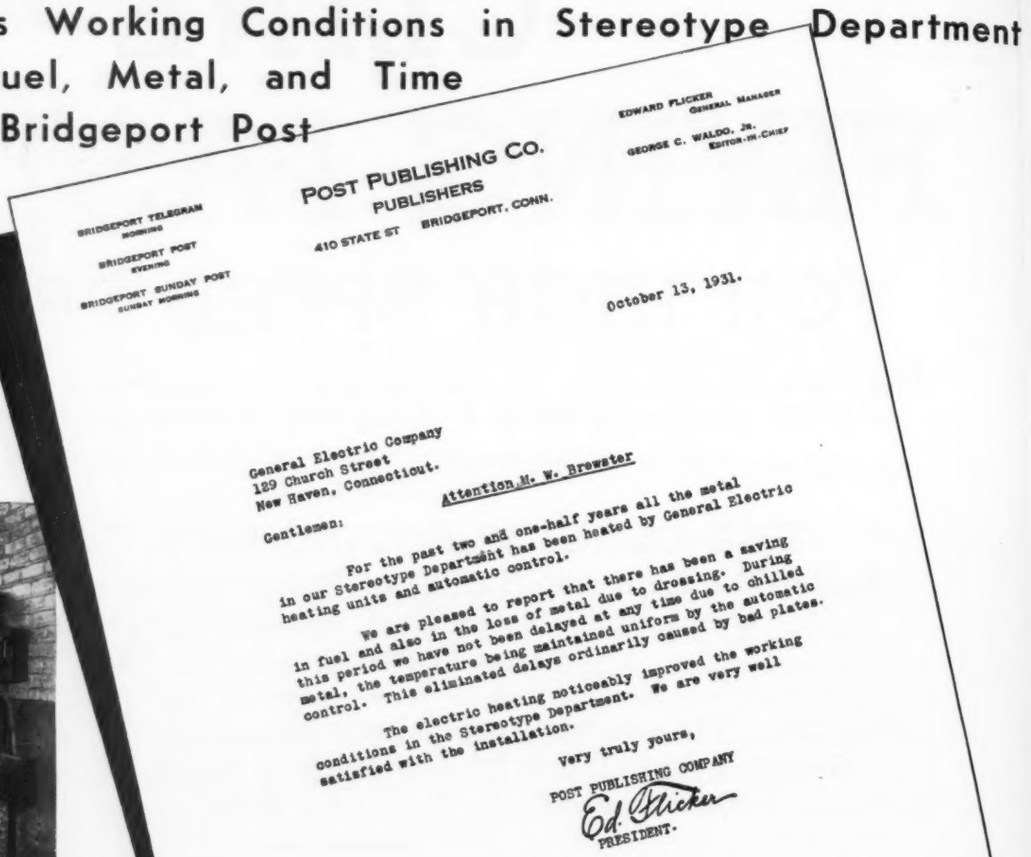
WESTERN OFFICE
First Nat'l Bank Bldg.
San Francisco, Calif.

CLINE SYSTEM

EASTERN OFFICE
220 East 42nd Street
New York City

G-E ELECTRIC HEAT

Improves Working Conditions in Stereotype Department Saves Fuel, Metal, and Time for the Bridgeport Post



POST PUBLISHING CO.
PUBLISHERS
410 STATE ST BRIDGEPORT, CONN.

BRIDGEPORT TELEGRAM MORNING
BRIDGEPORT POST EVENING
BRIDGEPORT SUNDAY POST SUNDAY MORNING

EDWARD FLICKER GENERAL MANAGER
GEORGE C. WALDO, JR. EDITOR-IN-CHIEF

October 13, 1931.

General Electric Company
129 Church Street
New Haven, Connecticut.

Attention H. W. Brewster

Gentlemen:

For the past two and one-half years all the metal in our Stereotype Department has been heated by General Electric heating units and automatic control.

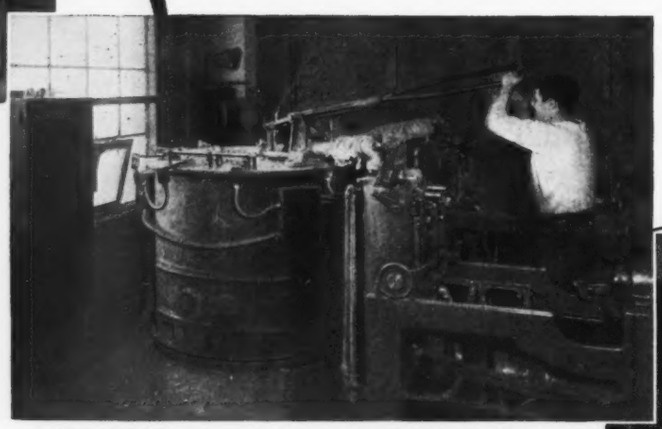
We are pleased to report that there has been a saving in fuel and also in the loss of metal due to drossing. During this period we have not been delayed at any time due to chilled metal, the temperature being maintained uniform by the automatic control. This eliminated delays ordinarily caused by bad plates.

The electric heating noticeably improved the working conditions in the Stereotype Department. We are very well satisfied with the installation.

Very truly yours,

POST PUBLISHING COMPANY
Ed. Flicker
PRESIDENT.

The fuel-fired repigging furnace was changed over to electric heat by inserting three (5-kw.) heating units



The 4-ton Goss stereotype furnace is equipped with nine (5-kw.) G-E electric heating units and automatic control

GENERAL ELECTRIC, pioneer in applications of electric heat to the printing industry, has developed them to such an extent that any publisher, can, at moderate cost, slip G-E heating units into his present or new printing equipment and enjoy all the advantages of electric heat. Consult your nearest General Electric sales office for complete information.

All flat casting is done from a convenient and economical G-E electric metal-melting pot (Type RP)

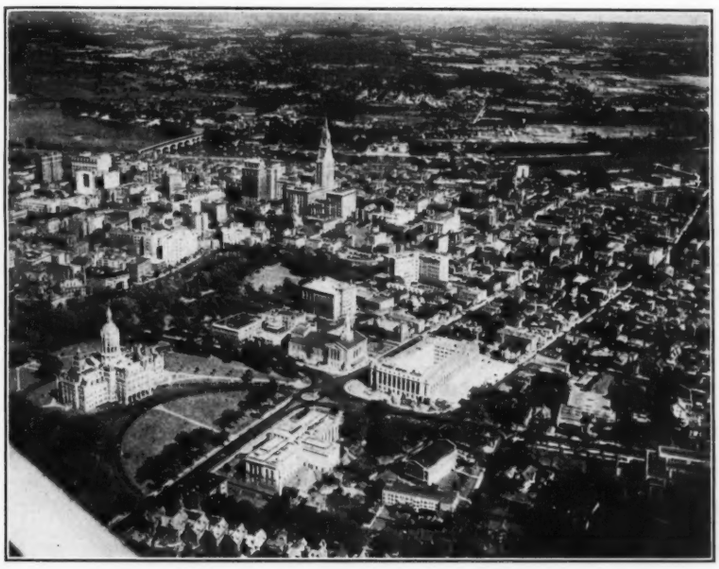
570-176

GENERAL ELECTRIC

SALES AND ENGINEERING SERVICE IN PRINCIPAL CITIES

A Rich Responsive City Rapidly Forging Ahead and a Newspaper Offering a Coverage of 92½%!

That's Hartford and the Times!



1931 LINEAGE RECORD

TOTAL LINES 15,728,188

Some Important Classifications

Food—Chain stores	403,550	Building Materials.	110,922
Food—Local stores	755,650	Men's Wear.....	516,698
Food—National ...	406,504	Men's Shoes.....	91,686
Department stores.	3,684,520	Oil and Gasoline...	217,238
Furniture	1,672,650	Radio—Local	426,090
Jewelry and Silver.	236,922	Tobacco	364,938
Automobiles	631,036	Toilet Preparations	227,584
Auto Accessories ..	249,942	Women's Clothing.	913,892
Amusements	432,460	Women's Millinery.	106,330
Financial—Local ..	756,994	Women's Shoes....	158,634
Electric Appliances	220,304	Clas'fied Advertising	1,227,674

Is it high purchasing power an advertiser requires of a market?

He will find it in abundance in Hartford. Recent unbiased surveys show Hartford people buy $2.00 worth of merchandise from retail stores for every dollar's worth bought by people in the U. S. A. 29.5% of all cars in the country are over the $1,000 class, but in Hartford County the figure is 47.7! The percentage of the consumer's dollar spent for clothing in Hartford is 25.11 as against 18.4 for the nation; realty valuation three times as great; bank resources twice as large; two and one-half times number of electric refrigerators. These are but a few of the important indications.

Is it stability an advertiser demands in a market?

Hartford meets that test, as evidenced by the record of business in 1931. Here is the Capital city of the state with 164,000 in the city's corporate limits and 229,700 in Metropolitan Hartford. A closely knit community that supports to the utmost performances of the Metropolitan Opera Company, the great orchestras of the country and innumerable great artists. The Hartford Market will bear the most searching investigation.

A market that supports a newspaper in third place in the country among the six-day newspapers in volume of advertising as it does The Times, certainly warrants inclusion in any manufacturer's schedule of advertising if he can secure proper distribution. This newspaper offers the unusual coverage of 92½% in Metropolitan Hartford.

Ask us or our representatives for the study of your individual needs.

The Hartford Times.

Hartford, Conn.

A GANNETT NEWSPAPER

***Represented* by J. P. McKINNEY & SON**

19 W. 44th St., New York **400 North Michigan Ave., Chicago** **557 Market St., San Francisco**

DUPLEX NEWSP

ORIGINALITY PROGRESS

There is real value in developed machinery of original designers. Competitive following of such basic design is but recognition of the original merit—and leadership. To be original inventors in one field alone is gratifying; but the Duplex Printing Press Company is proud of its recognized initial design and leadership of progress in each of the three types of presses that are now standard in the three great ranges of newspapers.

The DUPLEX FLATBED PRESS was first brought out and perfected, both as a single press and in the double capacity as twinned presses. Imitations have come under one name and another but none have been the equal of the original in efficiency, economy and service, and consequently you do not find on the market today any of those names that were familiar a few years ago in the field, save only Duplex. There is real value in long experience and the knowledge that comes with it and only the originators have that at their command.

The demands of newspaper growth led the inventors of Duplex to presses for larger volumes of production. Ignoring "old and fixed" principles of construction, Duplex stepped out into two different lines of investigation and experiment. Result: The two types of stereotype machines that now control absolutely the market: The "TUBULAR", and the "UNIT TYPE". So careful the designing, and so efficient the machinery that thus was developed that the first presses built in both of those types are still in daily use on publications in the United States, an enviable and unequalled record, we believe. Such service exemplifies and demonstrates the two dominant elements of DUPLEX design, economic serviceability and net productive efficiency. Presses cannot stay in use without these two characteristics in any successful concern.

There is a real reason for this certainty of satisfaction in operation of DUPLEX presses. It is the thoughtful combination of the results of progressive originality and conservative experimental analysis, balanced by years of experience.

These characteristics are today more fully than ever apparent in the new designs of Duplex. And so continuing, stressing economic operation, flexibility of product, efficiency of production and low net cost, we are developing our machines with material new advantages in each field:

THE DUPLEX PRINTING PRESS C

TIMES BUILDING, NEW YORK 77 W. WASHING N ST

PAPER PRESSES

ECONOMY PRODUCTION

A new DUPLEX FLATBED; for the smaller newspapers with many special features, color capacity not before available, greater range of page size, simplified operation. A new press giving more than has ever before been afforded for that field.

In the TUBULAR field; besides improvements in the standard news Tubular we will offer a new SPECIAL TUBULAR, a specially designed stereotype press, all Tubular mechanical principles in speed of printing, serviceability and flexibility but built for magazine, book and supplement work which is a growing demand, and has never been available on fast rotary stereotype presses. This SPECIAL Tubular fills a hitherto unserved need in printing requirements, the tremendous efficiency and economy of high speed rotary production and at far less cost.

And in the UNIT TYPE for metropolitan plants; improved patented variable size folder cylinder. Improved means, entirely novel, for maintaining high running speed with features specially avoiding liabilities inherent in all hitherto introduced types of flying pasters; estimated increase of net output per hour 20% to 25% with no increase of running speed. A condensed unit for utmost conservation of space, designed to lose the least possible of accessibility and convenience with material gain in compactness. A new much improved patent automatic feed oiler. Both "TUBULARS" and "UNITS" are designed for color equipment, simply and quickly attached; color supplement arrangements in both available for simple or multi-color work. Units factory tested at 50,000 per hour running speed.

It is generally conceded that normal buying will start recovery of business. Yes, but also dollars released now do double duty—buy more than for many years past, as well as support returning activity. Now is a desirable time to buy equipment from every point of view.

Improved machinery means larger profits on any volume of business. Better equipment does not necessarily mean more production; it can bring cost reduction and profits. Such moves are not "plant expansion at a bad time", just the opposite. They are plant "cost reduction" and sound investment for better profits.

IF YOU NEED A PRESS AT ALL YOU NEED IT NOW MORE THAN EVER. CONSULT US AS TO WHAT WE HAVE TO OFFER FOR YOUR NEEDS—AND ON AN INVESTMENT BASIS THAT WILL PAY YOU RETURNS.

COMPANY, Battle Creek, Michigan

N ST., CHICAGO DE YOUNG BUILDING, SAN FRANCISCO

The Syndicate of the Stars!

ALFRED E. SMITH
—and this is a Political Year!

MARY PICKFORD
World's Most Popular Woman

DOCTOR ROCKWELL
The Funny Man

WILL ROGERS
—flying humorist

HARRY TUTHILL
The Bungle Family Comic

CLIFFORD McBRIDE
He makes you laugh aloud

RUBE GOLDBERG
His daily strip is known to millions.

HAM FISHER
Joe Palooka comic

O. O. McIntyre
All the world reads him.

CHARLES B. DRISCOLL
The World and All

J. P. McEvoy
Creator of Dixie Dugan

JOHN H. STRIEBEL
Draws Dixie Dugan strip

KEN KLING
The Riley Family Strip

ROE FULKERSON
Humorous and wise.

ZOE BECKLEY
Understands human hearts.

ALBERT PAYSON TERHUNE
Tales of Real Dogs.

GUS MAGER
Oliver's Adventures Strip

McNAUGHT SYNDICATE INC., TIMES BLDG., NEW YORK, N. Y.

PRICE BROTHERS

Newsprint

Dependability in your supply of newsprint is vital. Price Brothers insure dependability by an almost unparalleled combination of basic advantages.

First . . . 10,000 square miles of the finest northern spruce and balsam for pulpwood.

Second . . . Six hydroelectric power plants furnishing 160,000 horse power of low-cost electrical energy.

Third . . . Three modern newsprint mills geared for quantity production and quality output.

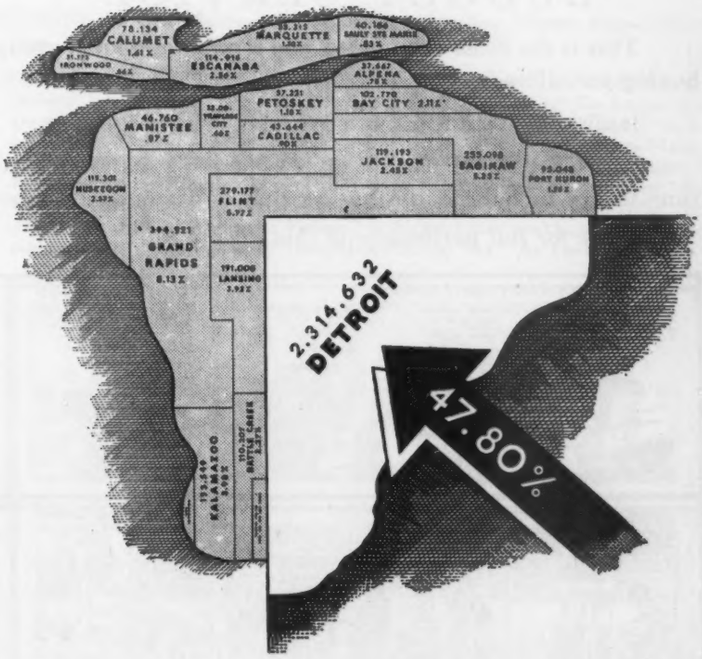
These three factors, united in an organization that has developed through four generations, do much to explain why so many publishers turn to Price Brothers for newsprint of unvarying high quality.

Founded in 1816, Price Brothers & Company, Ltd. has developed continuously for 116 years under the single control of the family of the founder

Price Brothers Sales Corporation

New York Address · 420 Lexington Avenue

WHAT A MARKET DETROIT IS!



IN THE DETROIT TRADING AREA, which consists of 6 counties as defined by the Audit Bureau of Circulations, resides 47.8% of the entire population of Michigan. This same district however, is assessed for 60% of the taxes of the entire state!

According to statistics based on the 1930 census, about 60% of the workers in the trading area are normally engaged in manufacture and business outside of the automotive industry, so Detroit in any event offers a huge market for the sale of goods. With the automotive industry sure to benefit from the accumulated replacement need in 1932 Detroit is not unlikely to reward the aggressive advertiser well!

Detroit's Only Home Newspaper

And Detroit is a singularly economical market to sell, for since its inception 58 years ago, The Detroit News has been the home newspaper of the community. An indication of the confidence and intimate contact it enjoys with its readers is reflected by the fact that during 1931, its editors received more than a half million voluntary letters from subscribers requesting reprints of articles as well as other information.

Another indication of its home coverage lies in the fact that of its total city circulation, 76% is delivered directly to the homes by newsboys who carry only The News. And in homes enjoying incomes of $3,000 and more annually, actual surveys show that 71% of them receive The News regularly. In the suburbs, The News maintains an extensive motor delivery system which covers 5,000 miles a day in order that outlying districts might get The News at the same time as city readers.

Concentrated In Local Trading Area

News circulation is largely home circulation highly concentrated in Detroit and the local trading area where reader attention and advertising response are greatest. Fully 94% of the weekday circulation, and 81% of the Sunday is in the city and local trading area.

With the favorable employment outlook in the automobile industry, the advertiser would have to look far to find as fruitful a combination as the Detroit market and its preferred medium, The Detroit News.

The Detroit News

New York
I. A. KLEIN, *Inc.*

THE HOME NEWSPAPER

Chicago
J. E. LUTZ

We Know of No Other Newspaper That Shows—

GAINS IN ALL DEPARTMENTS in 1931 over 1930!

The Times-Star

BRIDGEPORT, CONNECTICUT

Gain In Local Advertising	428,876 Lines
Gain In National Advertising	21,252 Lines
Gain In Classified and Legal Adv.	62,132 Lines
TOTAL ADVERTISING GAIN	512,260 Lines

AVERAGE DAILY NET PAID CIRCULATION-

The Times and Star were combined Nov. 1, 1926, with a total net paid circulation of 13,558.

Year of 1930	22,513
Year of 1931	26,401
Month of Dec. 1931	29,246

The Fastest Growing Newspaper in New England

Circulation Growth Last Period—1931

Month	Average Per Day
September	26,902
October	28,113
November	28,872
December	29,246

The Times-Star

HENRY D. BRADLEY, General Manager

Advertising Increases Last Period — 1931

Month	Gain over 1930
September	42,308 lines
October	113,204 lines
November	84,868 lines
December	113,176 lines

CONE, ROTHENBURG & NOEE—National Representatives

NEW YORK—CHICAGO—DETROIT—ATLANTA

Stimulate circulation, maintain *with* LEDGER

THE eighty features listed on the opposite page supply all needs of a metropolitan newspaper, except spot and press association news.

It affords a tremendous source of supply for our

BUDGET SERVICE

This is the most economical and flexible system of group buying yet offered.

It allows substitutions at any time during a contract.

LEDGER SYNDICATE always has a big reserve of features from which these substitutions may be drawn at any time.

Write for full particulars of this Budget Plan.

LEDGER SYNDICATE has acquired the North and South American newspaper rights to all new serials by

E. PHILLIPS OPPENHEIM

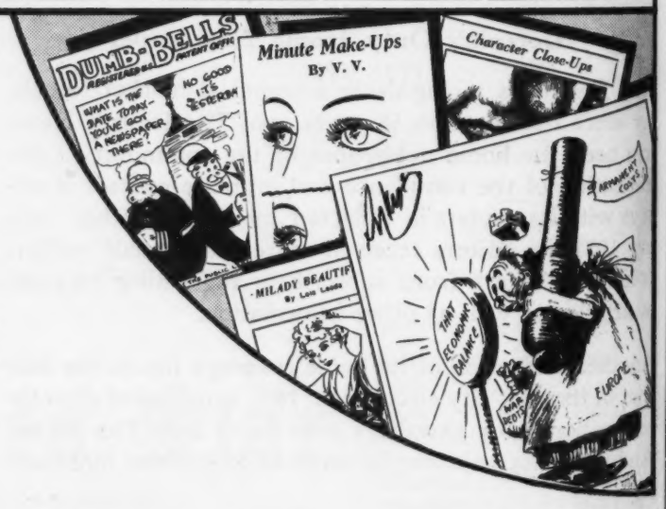
The North American newspaper rights to all new serials by

EDGAR WALLACE

The Universal first and second serial (first run) rights to all novels by VERA BROWN and BARBARA WEBB.

Also the new serials of REX BEACH, ARTHUR SOMERS ROCHE, PHILIP WYLIE, MAY EDINGTON, STELLA PERRY.

Send for samples and terms of LEDGER SYNDICATE'S economical Serial-a-Month Service.



For terms and samples wire... **LEDGER**

INDEPENDENCE SQUARE

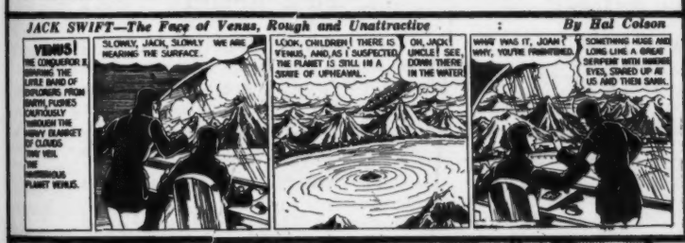
prestige, attract advertising SYNDICATE *features*

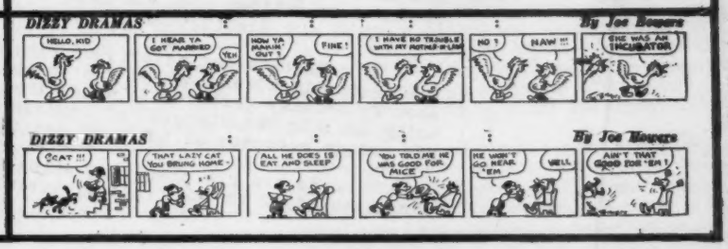
COMICS: "Nipper," by Dwig; "Connie," by Godwin; "Somebody's Stenog," by Hayward; "Hairbreadth Harry," by Alexander; "Vignettes of Life," by Lynd; "In the Rough," by Freeman; "Jack Swift," by Colson; "Dizzy Dramas," by Bowers; "Such Is Life," by Munson; "Sonneysayings," by Cory; "Dumb-Bells," by Gar.

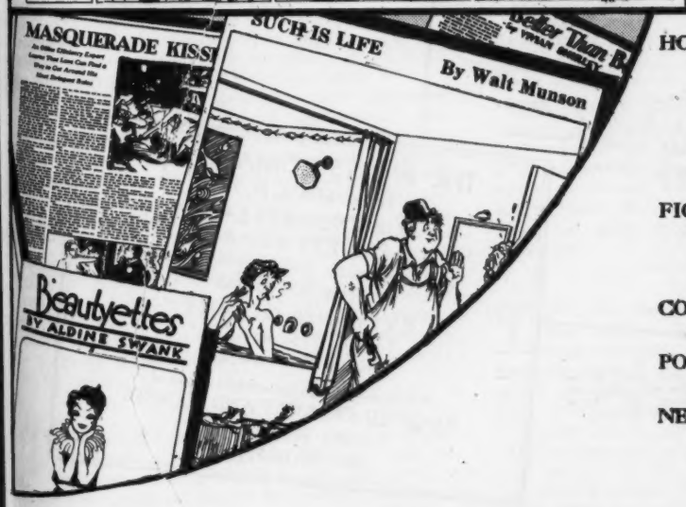
CARTOONS: By C. H. Sykes, Norman Lynd, Constantin Alajalov, Agnes Hucke and Walt Munson.

MAGAZINE PAGES: Front and Back Cover in four colors; Feature Pages; Short Story Page; Puzzle Page.

WOMAN'S PAGE FEATURES: Dorothy Dix's daily column; Lois Leeds' Beauty Service; Eva Tingey's Paris Patterns and Fashion News Letter; "The Latest," by great Paris Couturiers; Ruth Stuyvesant's Fashion Service; "Modish Mitzi," fashion strip; "Making the Most of Your Looks," by Dorothy Stote; "Minute Make-ups," by Virginia Vincent; "Beautyettes," by Aldine Swank; "The Homemaker," by Nancy Carey; Anna B. Scott's Food Talks; "The Housewife's Idea Box," by Ribler; "Indoor and Outdoor Gardens," by Dr. Jane L. Kift; "What's What," by Honor Walsh; "As Woman to Woman," by Sidney Lear; weekly articles on love problems, by Vivian Shirley; "Your Husband and You," by Lorene Bowman.







HOME PAGE FEATURES: "Keeping Mentally Fit," by Prof. Jos. Jastrow; "Brain Tests," "Magic Made Easy," "Letter Golf" and Mistake-o-Graph," by Walter Gibson; "I've Got Your Number," by Webster and Hopkins; "The Polisher" (daily culture quiz), by Francine Markel; "Character Close - ups," by Geo. W. Spayth; "Who Are You?" (histories of family names with coats-of-arms), by Ruby H. Ellis; "Language of Your Hand," by L. K. Davis; Cross-Word Puzzles; "Short Cuts With Figures," by E. M. Skeehan.

FICTION: Beginning January 1, 1932: The new Serial Novels of Edgar Wallace, E. Phillips Oppenheim and Rex Beach; Woman's Page Serials by Vera Brown, Arthur Somers Roche, Barbara Webb, etc.; Weekly Short Story; Serials for Boys and Girls.

COLUMNS: "Daily Mirror of Washington," by Clinton W. Gilbert; "A Business Man's Philosophy," by William Feather; "On Second Thought," by Jay E. House.

POLITICAL FEATURES: Daily Washington Letter by Clinton W. Gilbert; "From a Senator's Diary," by Robert B. Smith (weekly).

NEWS: Foreign News Service; Financial News Service; Clinton Gilbert's Washington Dispatches; "Europe Day by Day," by Foreign Staff; Paris Fashion Letters, by celebrated couturiers; Weekly Paris Fashion Cable, by Eva Tingey.

SYNDICATE

PHILADELPHIA, PA.

One 84 line advertisement in The New York Times Brings Remarkable Results—

PLAZA 2544

CABLE ADDRESS WRITING

THE SPORTSWOMAN, INC.
23-25 EAST 53 ST.
NEW YORK

MAGNOLIA MASS.

PALM BEACH FLORIDA

Jan.5,1932.

The New York Times,

On Monday, December 28th, 1931 we ran a small advertisement in The Times; the results were so remarkable that we feel that we must tell you of them.

The store of the Sportswoman, Incorporated is located on a side street, bringing no great custom from the casual passerby. Our customers must be women recruited from prosperous families of the metropolitan area who come here expressly to look at our distinctive materials and styles.

We have not advertised regularly, yet the one small advertisement run in the Times was seen by so many worth-while women that nearly every thing on sale was disposed of, and we opened many new charge accounts of the most desirable type.

We are now preparing plans for a campaign throughout 1932 in the Times exclusively.

Yours very truly,
Ethel Blanche Mullen Pres.
Sportswoman, Inc.

Reproduced from an 84 agate line advertisement in The New York Times, Monday, Dec. 28, 1931.

THE SPORTSWOMAN, INC.
25 East 53rd St., N. Y.
EXTRAORDINARY SALE
SPORTSWEAR
Formerly $55 to $95
Now $35 to $65
EVENING GOWNS
Formerly $75..now $25
Formerly 150..now $75
All Sizes—Also an Exceptional Group of
IMPORTED SWEATERS AND BLOUSES
Formerly $12.50 to $30
Now $5 to $17.50

Discriminating women read and plan their shopping through advertisements in the weekday and Sunday editions of The New York Times. The results obtained by The Sportswoman Inc., indicate the keen and responsive interest of women in The Times advertising columns.

Department stores and women's wear shops placed 6,681,054 agate lines of advertising in The New York Times in 1931, a gain of 214,345 lines over 1930.

The New York Times—in 1931—led all newspapers in the world in total volume of advertising—printing 23,382,405 agate lines, 7,714,338 lines more than any other NewYork newspaper.

The New York Times

Net Paid Sales: Weekdays, 460,000; Sundays, 775,000

CIRCULATIONS HOLD 97.5%; LINAGE OFF 9.7

Review of the Year Shows Remarkable Vitality of Daily Press—Total Dailies Now 1,923—Advertising Rates Hold Despite Efforts to Depress—Dominating Story of the Year Concerned Hard Times and Efforts to Stem Tide and Relieve Suffering—Conditions in Other Media

A YEAR of terrific upheavals in the life and affairs of the nation and of the world brought to the newspaper fraternity problems and trials without precedent in recent times, but in retrospect we believe it accurate to state that no branch of industry in this country better withstood the strain and shock of the almost universal depression. This is to be accounted for, we think, by the fact that the rank and file of newspapers in this country have, during the post-war hysteria, kept reasonably clear of economic fallacies and the type of investment exploitation which has caused such devastating reactions among many industrial and financial institutions. Promotional pyramid builders have been conspicuous by their absence in the newspaper business. Whenever the high-finance principle has been applied to journalism it has met with doubtful success. So, in truth, the newspaper house was found to be fairly well in order at the end of the second year of the general economic debacle, the press condition being far and away more stable than all rivals in advertising save the new and novel radio medium.

Readers of the EDITOR & PUBLISHER International Year Book, of which this is the twelfth annual issue, will find herein a wealth of statistical information bearing upon the condition of the newspaper publishing industry.

THE high essential is that the newspaper has held its circulation, despite storm and stress, in remarkable volume. Here are the comparative figures for the whole country:

Aggregate Circulations	1931	1930	1929
Morning	14,342,790	14,434,257	14,448,878
Evening	24,418,397	25,154,915	24,976,373
Total daily	38,761,187	39,589,172	39,425,615
Sunday	25,701,798	26,413,047	26,879,536

It will be noted that the loss in daily circulation from 1930 was 2.5 per cent, whereas the loss in Sunday circulation was 2.7 per cent.

We too often take such matters for granted in the newspaper circle, for this daily saturation of the country with the news of life and action in all their phases is the most influential single cultural force of the nation, perhaps to be reckoned as follows: The total number of families in the United States, according to the 1930 census, is 29,980,146. Therefore it may be said that one and one-third daily newspapers are made and sold for each and every family in the country. Approximately five Sunday newspapers are made and sold for every six families. (In this connection we have accepted the census figure of 4.1 as constituting the average American family.)

A familiar adage in newspaper and advertising circles runs: "Everybody reads newspapers." Our averages indicate that this is almost literally the fact. First, the daily American newspaper is almost as important to family welfare as the common necessities of life—indeed, in a judicial proceeding during the year was actually rated as a life necessity. Particularly in time of stress and uncertainty do the people turn to the newspaper for light, leading and relief. It is a printed composite of the human experience and is priced within the easy purchasing ability of all citizens. America is the leading newspaper-reading community of the universe and nowhere else is so great dependence put upon the printed word by the public.

THOUGH the year saw a vast number of bankruptcies in all manner of businesses, with an appalling mortality among banks, there was no conspicuous case of newspaper failure. *The New York World* was sold and consolidated with *New York Telegram* and admittedly its businesss had declined heavily in recent years, but this cannot be said to have been a direct product of the depression. However, through the merger process, whereby local fields are often cleared for more effective newspaper action, the total number of newspapers constantly declines. Following are the figures for three years:

Number of dailies	1931	1930	1929
Morning	384	388	381
Evening			
Total daily	1,923	1,942	1,944
Sunday	513	521	528

ADVERTISING rates held just about steady on the 1929 basis during the year, despite a concerted and at times seemingly coercive attempt upon the part of groups of advertisers to depress the milline rate. This was one of the most vexatious issues of the year. The usual arguments were put forth by spokesmen for the advertisers, such as that production costs were down. Some new tactics were undertaken. One influential body, through a spokesman, asserted that in view of an alleged "20 per cent" smaller purchasing power it had been found necessary to lower the prices of commodities and asked why it was that newspapers did not share in this depression. From other sources it was argued that national advertisers should be entitled to lower rates in consideration of linage volume, as in the case of department store contract business. However, many newspapers demonstrated that their production costs had not been so materially reduced as to warrant a lower milline rate without impairing public newspaper service; that the saving on newsprint at the $5 lower rates were not such as to permit of a lowering of advertising rates; that the newspaper advertising business is naturally dependent upon linage volume and that had seriously declined causing heavy losses to the press; that newspaper rates were not horizontally raised when commodity prices were increased, and therefore should not be lowered to accommodate shrinkage in commodity prices; that national advertising rates were based, in general, upon local rates plus additional cost in selling. The battle for lower rates was in full swing at the end of the year, with various claims being made by both sides to the argument.

Newspaper rates for advertising are temptingly low for any distributor of merchandise or service who has something to sell which the people need or want and who shows imagination in presenting his claims. According to our Ready Reckoner, to be found in this issue, the total agate line rate for the 384 morning newspapers is $36.82; for the 1,539 evening newspapers it is $86.63 and for all daily newspapers it is $123.45. An agate line can be purchased in all of the Sunday newspapers for $61.57.

Here are the comparative figures:

Advertising rates (Agate line)	1931	1930	1929
Morning papers	$36.82	$36.51	$36.90
Evening papers	86.63	87.02	86.40
Total daily	123.45	123.53	123.31
Sunday papers	61.57	62.34	62.61

In reference to rates it should be stated that since January 1, 1932, there have been several decreases, due somewhat less to the "deflation" agitation than to an acknowledged need of over-due readjustment, which will probably have reduced the above aggregate figures about 10 cents in the instance of the daily rates, and about 6 cents in the case of Sunday newspapers.

THE havoc that the year wrought in the newspaper business was largely through advertising linage reductions. The volume of advertising in the daily press of the country fell off by an average of 9.7 per cent from 1930, or a total of 23 per cent from 1929. Considering the high gear in which the newspaper vehicle travels, and with editors showing stubborn resistance to any attempt to lower the standards of service, this sharp reduction in linage in two years practically eliminated profits in more newspaper offices than we dare to contemplate, and seriously impaired publishing profits all along the line. However, the "no surrender" spirit dominated the craft to the end of the year.

Bad as was this condition the picture was in measure high-lighted by consideration of the even greater devastation wrought in all rival advertising media, except radio. Certainly no newspaper man would find any sense of satisfaction in the sufferings of others, but it was noteworthy that the newspaper's relative stability was demonstrated in 1931 to a nicety. We quote from *Standard Statistics*, dated Jan. 15, 1932: "The aggregate of advertising expenditures in 1931 decreased more than 15% below the 1930 total. Outdoor advertising incurred the most severe shrinkage of over 25%; magazine linage declined about 22% and newspaper linage was approximately 10% lower. Radio advertising, on the other hand, enjoyed an increase of more than 30%. . . . During early future months, it is probable that the great bulk of advertising will be derived from such staple lines as foods, soft drinks, tobacco, soaps, housekeepers' supplies and drugs. Most other industries, in our judgment, will continue to maintain no more than hand-to-mouth appropriations, and in the aggregate, sustained recovery in advertising must await definite general business improvement. . . . In the magazine division the major advertisers, radio and machinery and mechanical supplies led the decline, with expenditure shrinkages of about 50 per cent each; automotive advertising dropped about 20 per cent, building 37 per cent and house furniture and furnishings 25 per cent. . . . Publishers of women's magazines experienced relatively the most favorable showing, with a linage decline of about 15 per cent, while the class division suffered the most severe setback, almost 30 per cent."

FROM the editorial point of view 1931 was a year to try men's souls. The predominant running story concerned the plight of the people affected by hard times, the measures taken to relieve human distress, the sorry state of business and finance and the political and private effort to resuscitate industry and keep panic from spreading. Editors worked on hair-trigger schedules, seeking to keep the people honestly informed, yet not complicate the hysteria, and the record of journalism in relieving the distress of destitute and unemployed people ranks, in our opinion, with any instance of social service in recent history. In many instances local newspapers took heroic action to prevent the failure of banks and everywhere a spirit of candor and constructive aid was manifest.

The year was not notable for any major accident, sudden calamity or pestilence, except in the instance of the China flood which was, without doubt, the most terrible calamity recorded in the field of universal news. The overthrow of the ancient monarchy in Spain was one of the most important items of international news. Revolutionary uprisings occurred in numerous South American states. The news of the whole world was disquieting. Great Britain abandoned the gold standard. The Labor Ministry fell. Revolt against the Cuban dictator was defeated. Hoover signed the one-year moratorium pact. Germany continued to seethe. All news concerning Russia's attempt to make the 5-year-plan a success was eagerly read. English courts sent Lord Kylsant to prison. Former secretary of the Department of the Interior, Albert B. Fall, went to prison. The Wickersham Law Enforcement Commission offered astounding findings concerning crime conditions. In New York a legislative committee investigated municipal corruption. The prohibition question continued to occupy much press space. Thomas A. Edison died at the age of 84. Premier Laval visited the U. S. Col. and Mrs. Lindbergh toured by plane to the Orient. U. S. Senator Dwight Morrow died suddenly. Gandhi visited England in loin cloth dress, received by the court. Such was the run of the news in a year that was not notable except for widespread depression and fear.

JOURNALISM lost several stalwart figures through death during the year, among them being William L. McLean, *Philadelphia Bulletin;* Col. Robert Ewing, *New Orleans States;* Ralph N. Booth, Booth Newspapers of Michigan; Walter A. Strong, *Chicago Daily News;* Ole Buck, Nebraska association manager; W. A. Rogers, famed cartoonist.

FOR COMPLETE INDEX OF CONTENTS OF THIS ISSUE SEE LAST TWO PAGES

CIRCULATIONS, RATES AND PERSONNEL OF 1,923 DAILY NEWSPAPERS

THIS directory of daily and Sunday newspapers of the United States and Canada includes the following detailed information: First the State, then the City, with the U. S. Government Official Census figures of its population; next its newspapers, with average net paid circulation figures for the period ended September 30, 1931, plus minimum Advertising Rates—National and Local—together with names of the publishers, editors, chief executives, departmental heads and other vital basic data.

For illustration of the directory's operation, notice the listing of *Birmingham News* and *Age-Herald* below:

The city and its population, according to latest reliable estimates, appear in the first column. In the second appear the names of the newspapers, the Age-Herald being denoted a morning newspaper by the (m) immediately below its name and opposite its circulation figures, which, being in bold face, are shown as the average stated by the publisher to the Audit Bureau of Circulations for the six months ending Sept. 30, 1931.

The News is shown as an evening paper by the (e) immediately below its name and opposite its circulation figures, which are similar in authority to those of the Age-Herald. The Sunday edition of these papers is listed and its circulation is noted opposite the (S). As these newspapers sell their national advertising only on a combination basis, the rates are not noted opposite each edition, as they would be if each were sold separately, but opposite the line "Total Daily (me)" and the combined daily and the Sunday circulations.

In the fourth column, the key letters, as explained in detail below, indicate that (D), these newspapers are Democratic in politics; (AP, INS, UP), that they use the telegraphic news services supplied by the Associated Press, International News Service, United Press, (*S) that they issue a rotogravure section on Sunday; (mer) that they issue a merchandising paper or bulletin for retailers of nationally advertised products (†) that they give merchandising co-operation; (E) that they operate their own engraving plant; (70) that they are represented in the national advertising field by the Kelly-Smith Company, whose addresses are given under the Directory of National Advertising Representatives. The designations in the personnel column are obvious—the Publisher or Publishers; name of Corporation and President are listed under that head; in the next column, headed Editor and Managing Editor, the first name given is that of the Editor, the second that of the Managing Editor. If two or more editors are listed, the managing editor is designated by (me) following his name. In the next column headed "City Editor," "Sports Editor," "Sunday Editor," the name of the City Editor is given first, without special designation. Sports Editor is designated by (sp) and Sunday Editor by (Su). In the next column headed "General Manager," "Business Manager," "Circulation Manager," the name of the General Manager is given first, without designation; the Business Manager is designated by (bm) and the Circulation Manager by (cm). In the next column, headed "Advertising Manager," "National Advertising Manager," "Classified Advertising Manager," the name of the Advertising Manager is given first without special designation; the National Advertising Manager is designated by (n) and the Classified Advertising Manager by (cl). In the last column headed "Mechanical Superintendent," and "Job Department Superintendent," the name of the Mechanical Superintendent is given first without special designation; the name of the Job Department Superintendent is indicated by (j).

Following are explanations of other key letters appearing in the fourth column:

(I) Politically independent.
(R) Republican.
(D) Democrat.
(Soc.) Socialist.
(I.-R.) Independent-Republican.
(I.-D.) Independent-Democrat.
(P. R.) Progressive Republican.
(P. D.) Progressive Democrat.
(J) Operates job printing plant.
(E) Operates own engraving plant.
(*S) Asterisk in parenthesis indicates rotogravure section, letter following denotes day of issue, an S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday.

Figures in parenthesis in "key" column are key numbers to the list of Special Advertising Representatives in New York, Chicago and other cities. See pages 106 and 108. Where more than one number is given, the first is Eastern Representative; the second is Western Representative, etc.

(d) does not use mats.

Boldface circulation figures are A. B. C. net paid average for six months ending Sept. 30, 1931.

X following bold-face circulation figures indicates A.B.C. statement for three months' period ending Sept. 30, 1931.

All other circulation figures are publishers' statements or affidavits filed with the Government and represent the average net paid circulation for the six months' period ending Sept. 30, 1931.

All advertising rates, local and national, are quoted on agate line basis.

(mer) indicates that the newspaper issues a merchandising paper or bulletin for retailers of nationally advertised products.

(†) Indicates that merchandising co-operation is given.

Abbreviations of press service names are as follows:

AP—Associated Press.
AusP—Australian Press.
BUP—British United Press.
CanP—Canadian Press.
CDN—Chicago Daily News.
CPA—Central Press Association.
CP—Consolidated Press.
CT—Chicago Tribune Service.
DM—Duncan Market Service.
H—Agence Havas.
INS—International News Service.
JTA—Jewish Telegraph Agency.
MG—Manchester Guardian.
ND—Nippon Dempo.
NYHT—New York Herald Tribune Service.
NYT—New York Times Service.
NYT-LT—New York Times-London Times News Service.
NWN—Northwest News Bureau.
NCWC—Nat'l Catholic Welfare Council Cable Service.
PCN—Pacific Coast News Service.
PTA—Polish Telegraph Agency.
PL—Philadelphia Public Ledger Service.
R—Shimbun Rengo Sha.
TS—Toronto Star News Service.
UP—United Press.
US—Universal Service.
WCN — Westchester County Newspapers.

Canadian Key

(L)—Liberal party.
(C)—Conservative party.
(L.-C.)—Liberal-Conservative party.
(C.-L.)—Conservative-Liberal party.
(E)—When preceding numeral indicates advertising representative in London, England.
(C)—When preceding numeral indicates Canadian advertising representative.

ALABAMA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANNISTON	Star									
22,"'5	(e) 6,510	.05	....	(D) (AP,UP) (52)	Consolidated Pub. Co. Harry W. Ayers, Pres.	Horace Wright	Ralph Callahan DeWitt Carmichael (sp)	Lewis J. Raemon (bm) E. G. Shields (cm)	Lewis J. Raemon H. M. Avers (n) Floyd Miller (cl)	C. P. Peace
	Sunday edition									
	(S) 6,510	.05	....							
BIRMINGHAM	Age-Herald									
259,678	(m) **40,096**	....	....							
	News									
	(e) **78,984**	....	....	(D) (AP,UP,INS) (*S) (mer) (†) (E) (70)	Birmingham News Co. Victor F. Hanson, Pres.	Joe E. Chappell Charles A. Fell	Vincent Townsend (e) C. B. Creel (m) Zipp Newman (sp-e) Bob Phillips (sp-m)	Don R. Davis (cm)	George C. Biggers W. C. Gullahorn (n) Ray Faherty (cl)	W. A. Carns
	Combined daily									
	(me) **119,080**	.27	.16							
	Sunday edition									
	(S) **107,689**	.30	....							
	Post									
	(e) **65,656**	.15	....	(I) (UP) (128)	Birmingham Post Co. W. C. Tichenor, Pres.	James E. Mills, Jr. W. L. Vennell	Ray E. Glenn John Putman (sp)	W. C. Tichenor (bm) R. S. Nix (cm)	Howard Parish H. H. Sampson (n) L. K. Hoover (cl)	
DECATUR	Daily									
15,593	(e) 5,417	.045	....	(D) (AP) (†) (J) (52)	Tennessee Valley Ptg. Co.	B. M. Bloodworth				
DOTHAN	Eagle									
16,046	(e) 4,415	.04	.03	(D) (AP) (†) (52)	Horace Hall	Julian Hall	W. E. Sifert John Budd (sp)	W. C. Batchelor (bm) Lillian Lurie (cm)	Harry P. Hall Horace Hall (n) L. B. Deason (cl)	H. A. Bowick
EUFAULA	Tribune									
5,208	(e) 2,704	.03	....	(D) (AP) (J) (66)	Tribune Pub. Co. H. L. Upshaw, Pres.	H. L. Upshaw	Mrs. A. A. Couric	H. L. Upshaw (bm) Hattie Thomas (cm)	H. L. Upshaw	W. S. Croker (j)
FLORENCE	Times-News									
11,729	(e) 4,762	.045	.045	(I-D) (AP,UP) (none)	Florence Times-News, Inc. J. L. Meeks, Pres.					
GADSDEN	Times									
24,042	(e) **6,418x**	.054	....	(I-D) (AP,UP) (none)	B. H. Mooney	W. I. Martin		B. H. Mooney (bm) J. A. Moore (cm)		
	Sunday edition									
	(S)	.054	....							
HUNTSVILLE	Times									
11,554	(e) (new daily)	.04	.025	(I-D) (AP) (70)	Henry P. Johnston	Reese T. Amis		Henry P. Johnston R. B. Massey (cm)	Jack Langhorne Henry P. Johnston (n)	
	Sunday edition									
	(S)	.05	....							
	Register									
	(e) (new daily)	.04	.025	(D) (INS) (†) (52)	Register Pub. Co. William H. Pierce, Pres.	J. E. Pierce Rcy E. O'Neal	J. G. Jordan Jas. Tripp (sp) J.E. Pierce (Su)	Wm. H. Pierce (gm-bm) C. M. Cornelison (cm)	W. H. Pierce Gladys West (cl)	A. C. Cowley
	Sunday edition									
	(S)	.04	....							
MOBILE	Register									
68,202	(m) **21,309**	....	....							
	News-Item									
	(e) **16,781**	....	....							
	Combined daily									
	(me) **38,090**	.13	....	(D) (AP,INS) (†) (70)	Mobile Register & News-Item Co. Inc. F. I. Thompson, Pres.	B. Sheridan, Jr.				
	Sunday Register									
	(S) **27,806**	.13	....							
	Sunday News-Item									
	(S) **13,409**	.06	....							
	Combined Sunday edition									
	(S)	.17	....							
	Press									
	(e) **23,736**	.07	.07	(D) (UP) (†) (70)	Mobile Press Pub. Co. R. B. Chandler, Pub.	H. P. Ewald	J. H. Taylor Frank Gordy (sp)	Maurice C. Lackey (bm) J. B. Kilgo (cm)	Wm. H. Dent DeVan H. Dumas (n) E. B. Ingle (cl)	T. C. McLemore
	Sunday edition									
	(S) **24,054**	.07	....							
MONTGOMERY	Advertiser									
66,079	(m) **24,848**	.08	.057	(D) (AP) (†) (70)	Advertiser Co. Frank P. Glass, Pres.	Grover C. Hall Wm. H. Mahoney	Hartwell H. Hatton Stuart Stephenson (sp)	R. F. Hudson H. C. Brown (cm)	P. W. Walsh	Fred Martin
	Sunday edition									
	(S) **25,072**	.10	.064							
	Journal & Times									
	(e) **21,020**	.075	....	(D) (AP) (†) (15-11)	Journal Pub. Co., Inc. F. I. Thompson, Pres.	C. M. Stanley John E. Hope	Dorian Stout H. Grady Pannell	Walter Webb Oscar Anderson (cm)	T. B. Upchurch H. A. McLendon (cl)	A. M. Holt

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ALABAMA (Cont'd)

City /Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man,.	Mech. Supt. Job Supt.
OPELIKA 4,168	News (e) 2,350	.010	....	(D) (AP) (none)	Wear & Wilson	W. H. Wilson		W. C. Wear (bm)		
SELMA 18,013	Times-Journal (e) 5,026	.04	.035	(D) (AP) (†) (none)	F. T. Raiford	F. T. Raiford Edward B. Field	Mrs. Octavia S. Wynn. Edward B. Field (sp)	M. H. Raiford R. R. Moore (cm)	R. L. Burnette M. H. Raiford (n) Elva Stewart (cl)	F. C. DeBray
	Sunday edition (S) 5,026	.04	....							
SHEFFIELD, 6,221. TUSCUMBIA, 4,533	Tri-Cities Daily (e) 4,009	.045	.045	(I-D) (AP) (none)	Florence Times-News, Inc. J. L. Meeks, Pres.					
TALLADEGA 7,906	Home (e) 1,441	.021	....	(D) (INS) (none)	Est. John C. Williams	Tom R. Williams		Tom R. Williams (bm)		
TROY 4,814	Messenger (e) 1,369	.018	.018	(I-D) (UP) (none)	Troy Messenger, Inc. McKinnon Bros. & Dodson M. N. Dodson, Pres.	M. N. Dodson		M. N. Dodson Mrs. Grady Johnston (cm)	Howard Johnston	Mink Grantham
TUSCALOOSA 30,650	News (e) 5,844	.04	.035	(D) (AP) (†) (none)	Newspaper Pub. Co. Bruce Shelton, Pub. W. S. Mudd, Pres.	Ben A. Green	Hammer Cobb Harold Cullen	Bruce Shelton B. E. Nichols (cm)	M. T. Creager Bruce Shelton (n) Lilla Collins (cl)	John Williamson
	Sunday edition (S) 5,844	.04	....							

ARIZONA

City /Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man,.	Mech. Supt. Job Supt.
BISBEE 6,023	Ore (e) 1,241	.03	.03	(I) (AP) (94-134-10)	Border Pub. Co. M. J. Cunningham, Pres.	Nellie B. Hoy (me)		Nellie B. Hoy	Elmer Dean	W. A. Sanders
	Review (m) 3,290	.04	.04	(D) (AP) (†) (J) (37)	Cochise Pub. Co C. E. Dodge, Pres.	Folsom Moore	G. H. Spears Walter Zipf (sp)	Folsom Moore C. C. Beddome (cm)	S. P. Schaffer R. Dolan (cl)	Frank Perko C. F. Yates (j)
	Sunday edition (S) 3,290	.04	.04							
DOUGLAS 6,833	Dispatch (m) 2,682	.036	....	(R) (AP) (J) (99)	Dispatch Pub. Co. James Logie, Pres.	John A. Curry		James Logie	L. R. Hancock	E. F. Vickers (j)
	Sunday edition (S) 2,682	.036	....							
FLAGSTAFF 3,891	Coconino Sun (m) 1,732	.032	.032	(R) (UP) (J) (none)	F. S. Breen	F. S. Breen	Del Strong Dan Crumley (sp).	Del Strong	Del Strong	J. A. Chambers
NOGALES 4,005	Herald (e) 2,870	.036	....	(I) (AP) (J) (99)	H. R. Sisk			H. C. Wayte	H. R. Sisk (n)	E. F. Stoller
PHOENIX 48,213	Republic (m) **32,872**	....	....	(I) (AP, UP) (†) (J) (E) (152)	Arizona Pub. Co. Chas. A. Stauffer, Pres. Charles A. Stauffer (Pub. M) W. W. Knorpp (Pub. E).	J. W. Spear (m) C. G. Nuckolls (e) Ward Adams (news)	Hal Mitchell T. W. B. Anderson (e) Don Hutchinson (sp-m) Larry Grill (sp-e) Mrs. Pauline Bates (Su)	W. W. Knorpp Sidney Myers (bm) Oliver King (cm)	Fred Myers Robert C. Hall (n) H. H. Pattison (cl)	C. F. Hanlen Fred O. Adams (j)
	Gazette (e) **11,135**	....	....							
	Total Daily (me) **44,007**	.15	.09							
	Sunday edition (S) **36,626**	....	....							
	Evening & Sunday (eS)	.16	.097							
PRESCOTT 6,080	Courier (e) 3,962	.03	.03	(D) (AP) (J) (1)	Prescott Courier, Inc. W. P. Stuart, Pres.	W. P. Stuart Frank Freeman	M. R. Hirshfeld Carlos Moreno (sp)	W. P. Stuart Ralph Lyke (bm) P. J. Keohane (cm)	Ralph Lyke Carol Timmonds (n) Agnes Helms (cl)	E. B. Crane
	Journal-Miner (m) 3,880	.03	.03	(I) (UP) (J) (99)	A. J. Doud	R. J. Aitken (me)		J. W. Moxley (bm) A. J. Potacki (cm)	J. W. Moxley	A. J. Doud (j)
	Sunday edition (S) 3,880	.03	.03							
TUCSON 32,506	Citizen (e) **7,694**	.05	.04	(R) (AP) (66-46)	Citizen Pub. Co. Frank H. Hitchcock, Pres.	A. K. Parker Gordon Gordon	Henry Squires (sp)	Charles C. Gibson (bm) Carl C. Bussey (cm)	Frank J. Cordis John Garrett (cl)	W. E. Sheldon
	Arizona Star (m) **8,370**	.05	.04	(I-D) (AP) (94-37-10)	State Consolidated Pub. Co. W. R. Mathews and Clare Ellinwood, Pubs.	W. R. Mathews T. T. Smith	Jack Wedock Chuck Kinter (sp)	W. R. Mathews Geo. W. Chambers (bm) E. G. Gay (cm)	W. H. Kelly Geo. W. Chambers (n).	Arthur Schuh
	Sunday edition (S) **8,625**	.05	.04							
WINSLOW 2,917	Mail (e) 2,523	.035	....	(D) (AP, UP) (J) (99)	Giragi Bros.	J. Morris Richards C. L. Giragi		C. L. Giragi (bm) M. Ferguson (cm)	G. A. Giragi (n)	Fred Wals
YUMA 7,100	Arizona Sentinel (e) 2,230	.03	.021	(D) (AP) (J) (28-136)	Sentinel Publishers, Inc. Kyle V. Johnson, Pres.	Eleanor McCoy	Eleanor McCoy Joe Bowers (sp)	E. T. McCoy (bm)	E. T. McCoy	J. D. Ramsey
	Morning Sun (m) 2,409	.035	.025	(I-R) (UP) (J) (99)	Sun Ptg. Co., Inc.	E. S. Worthington Karl E. Allen	Karl E. Allen Wilton Wood (sp)	E. S. Worthington S. C. Penington (cm)	R. L. Odom S. C. Penington (cl)	Terry Turner
	Sunday edition (S) 2,409	.035	.025							

ARKANSAS

City /Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man,.	Mech. Supt. Job Supt.
ARKADELPHIA 3,380	Siftings Herald (e) 1,765	.025	....	(AP) (5)	P. McCorkle	P. McCorkle				
BATESVILLE 4,404	Guard (e)	.021	....	(AP) (5)						
BLYTHEVILLE 10,006	Courier-News (e) 3,985	.04	.033	(I-D) (UP) (†) (5)	Courier-News Co., Inc. C. R. Babcock, Pres.	C. R. Babcock	C. R. Babcock G. Sudbury (sp)	H. W. Haines (gm-bm). S. F. Norris (cm)	H. W. Haines S. F. Norris (cl)	S. Brooks
CAMDEN 10,236	News (e) 2,610	.03	.025	(D) (AP,UP) (†) (5)	Camden News Pub. Co. C. E. Palmer, Pres.	C. J. Parker Al Rose	Al Rose (co-sp)	Roy R. Wallis (gm-bm). I. A. Hall (cm)	Roy R. Wallis	A. L. Kats
CONWAY 5,600	Log Cabin Democrat (e) 1,375	.025	.025	(D) (AP) (J) (5)	Conway Ptg. Co.	Frank E. Robins	Joe B. McGee (sp)	Frank E. Robins	Frank E. Robins, Jr.	Ed Riedmatten
EL DORADO 18,421	News (m) **5,401x**	....	....	(I-D) (AP,UP) (5)	L. E. Palmer, Pub. C. E. Palmer, Pres.	C. E. Palmer Robert T. Hays	Dean Newman & E. W. Copeland (cs).	M. F. Friesen (bm) John H. Vogel (cm)	Wm. Thomas	W. J. Swatzel
	Times (e) **1,212x**	....	....							
	Combined daily (me) **6,613x**	.07	.055							
	Sunday edition (S) **6,112x**	.07	....							
EUREKA SPRINGS 2,276	Times-Echo (e)	.025	....	(D) (J) (5)		S. A. Diehl		S. A. Diehl		
FAYETTEVILLE 7,904	Democrat (e) 2,141	.03	....	(I-D) (AP,UP) (5)	Democrat Pub. Co. Roberta W. Fulbright, Pres.	L. S. Read (me)	Jim Bohart (sp)	J. D. Hurst (bm) Floyd Elliot (cm)	J. D. Hurst	Eugene Murphy
FORREST CITY 4,904	Times-Herald (e) 1,365	.021	.021	(D) (UP (J) (5)	Times & Herald Pub. Co., Inc. John T. Durst, Pres.	John T. Durst	Arthur T. Whitted	John T. Durst Mrs. L. M. James (cm).	John T. Durst	R. H. Caldwell
FORT SMITH 31,420	Southwest American (m) **12,990**	....	....	(I) (AP) (†) (118)	J. S. Parks & Geo. D. Cameney, Pub's. Times-Record Co. J. S. Parks, Pres.	C. F. Byrns C. A. Ver Beek	Wm. Barksdale A. W. Porter (sp)	Harry Robinson (bm) G. C. Gardner (cm)	Sam E. Gearhart Harry Robinson (n) E. H. Patterson (cl)	Arthur La Vasque
	Southwest Times-Record (e) **9,181**	....	....							
	Combined daily (me) **21,171**	.10	.10							
	Sunday edition (S) **22,113**	.10	....							
HARRISON 1,006	Times (e) 1,013	.02	.015	(D) (J) (5)	Times Pub. Co.	Thos. M. Newman John R. Newman		Fred C. Newman L. D. Dunham (cm)		
HELENA 4,216	World (e) 2,850	.025	.025	(I-D) (AP) (5)	C. M. Young	J. P. Burks	Leo Nyberg	C. M. Young Thomas Mabry (cm)	H. E. King	C. H. Lindsey
	Sunday edition (S) 2,850	.025	....							

(*Continued on page* 18)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ARKANSAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HOPE 6,008	Star (e) 2,493	.03	....	(I-D) (AP) (†) (J) (5)	Alex. H. Washburn, Pub. Star Pub. Co., Inc. C. E. Palmer, Pres.	Alex H. Washburn Erle Turner		Al.H.Washburn(gm-bm) Emma Green (em)	Lyle M. Webb	George Hosmer C. C. Westerman (j)
HOT SPRINGS 20,238	Sentinel-Record (m) 4,240 New Era (e) 4,257 Combined daily (me) 8,497 Sunday edition (S) 4,240	.... .06 .06	.... .04	(D) (I)(AP,UP) (5)	Southern Newspapers, Inc. C. E. Palmer, Pub. & Pres.	Douglas Hotchkiss(m) Chas. Goslee (e)	Leo Martin Wilson Posey (sp) Douglas Hotchkiss (Su)	C. E. Palmer Chas.Goslee(asst.mgr). Byron L. Riggs (cm)	Francis W. Faris Miss Dale Williams (n) Mrs. Alden Davis (cl)	Frank Pamplin
JONESBORO 10,326	Sun (e) 4,716	.03	.03	(D) (AP) (28)	W. O. Troutt & Sons	Fred D. Troutt	John W. Troutt (ce-sp)	W. O. Troutt (gm-bm). Buel Robinson (em)	John W. Troutt	Wm. Bauer
	Tribune (e) 5,606 Sunday edition (S) 5,606	.03 .03	....	(D) (UP) (141-5)	James Young, Jr.	James Young, Jr.	Horace Cate (ce-sp)	Jas.Young,Jr.(gm-bm).. F. Murray (cm)	James Young, Jr.	Otis Smith
LITTLE ROCK 101,097 (inc. North Little Rock)	Arkansas Democrat (e) 32,214 Sunday edition (S) 37,075	.10 .10	.06	(D) (AP,UP,US) (mer) (†) (117)	Arkansas Democrat Co. K. A. Engel, Pub. & Pres.	W. T. Sitlington (me).	E. J. Liske Allen Tilden (sp)	K. A. Engel W. D. Branham (bm).. R. M. Dunston (cm)	E. J. Herndon W. D. Branham (n)	
	Arkansas Gazette (m) 37,440 Sunday edition (S) 43,815	....	....	(I-D) (AP,INS,CT,NYHT,CP) (†) (18)	Gazette Pub. Co. J. N. Heiskell, Pres.	J. N. Heiskell C. L. Dew	J. F. Wells Wilbur Bentley (sp) J. N. Heiskell (Su)	Fred W.Allsopp(gm-bm) Dan W. Smith (cm)	Wm. C. Allsopp	A. N. Guthrie
MALVERN 5,115	Record (e) 750	.021	....	(D) (J) (none)	J. H. Beerstecher	J. H. Beerstecher Frances Beerstecher	Frances Beerstecher	J. H. Beerstecher		
MENA 3,102	Star (e) 692	.017	.017	(I-D) (J) (none)	Mena Star Co., Inc. V. W. St John, Pres.	V. W. St. John	V. W. St. John R. M. Berry (sp)	V. W. St. John D. D. Clement (bm-cm)	D. D. Clement	E. W. St. John
NEWPORT 4,547	Independent (e)	.02	....	(D) (J) (5)	A. C. Wilkerson			A. C. Wilkerson Roy Evans (cm)	Roy Evans	
PARAGOULD 6,000	Press (e) 1,225	.025	.02	(D) (AP) (none)	Rupert C. Wright	Rupert C. Wright	Gilbert Daulton (ce-sp).	Rupert C. Wright Mrs. Rupert C. Wright (cm)	Irma McLerkin	Arvel Horton
PINE BLUFF 20,760	Commercial (e)	.045	....	(D) (AP,PU) (J) (5)	E. W. Freeman	W. B. Sorrells, Jr.		E. W. Freeman,Jr.(bm) W. F. Hawley (cm)	G. N. Freeman	
	Graphic (m) ..... Sunday edition (S)	.04 .04	....	(D) (AP) (7)	George H. Adams			George H. Adams		
PRESCOTT 3,033	News (e)	.014	....	(D) (J) (none)	F. J. Johnson			Mrs.F.J.Johnson (bm)..		
ROGERS 3,554	News (e) 2,545	.03	.025	(D) (UP) (5)	Everett W. Pate	Everett W. Pate C. C. Lambert	Esta Smith	EverettW.Pate(gm-bm) Joe G. Hudgens (em)..	R. Brinkley Everett W. Pate (n) Joe G. Hudgens (cl)	L. Beckham
RUSSELLVILLE 5,628	Courier-Democrat (e) 1,053	.025	....	(D) (AP) (none)	J. A. Livingston	J. A. Livingston				
SEARCY 3,387	Citizen (e) 800	.014	....	(D) (J) (none)	J. J. Baugh			B. R. Johnson (bm)... J. J. Baugh (cm)	J. J. Baugh	
SILOAM SPRINGS 2,378	Register (e) 1,305	.02	....	(I) (5)	H. B. Perrine	H. B. Perrine		H. B. Perrine		
STUTTGART 4,927	Arkansawyer (e) 1,010	.018	....	(I) (AP) (28)	J. M. Drummond	J. M. Drummond				
TEXARKANA	(See Texas)									
WYNNE 3,505	Progress (e) 300	.02	.02	(D) (J) (5)	C. O. Wahlquist	C. O. Wahlquist	Mrs. Fountain Claud Stair (sp)	C.O.Wahlquist(gm-bm)	C. O. Wahlquist	C. O. Wahlquist

CALIFORNIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALAMEDA 35,033	Times-Star (e) 5,307	.045	.045	(I-R) (UP) (J) (99)	Times-Star Co. Friend W. Richardson, Pres.	W. C. McDowell, V.P. Paul W. Richardson, Sec.-Treas.	Wm. W. Howell Jack Clark (sp)	Friend W. Richardson.. P. W. Richardson, Asst. gen man. W. C. McDowell (bm) Frank Loughran (cm)	R. C. Graves W. C. McDowell (n) H. Hooke (cl)	Hugh R. Marshall
ALHAMBRA 29,551	Post-Advocate (e) 7,823	.055	....	(I) (AP) (†) (99)	Alhambra Pub. Co. E. F. Elfstrom, Pres.	Clayton L Ward	R. Reed G. Serviss (sp)	E. F. Elfstron R. W. Frankis (cm)	H. C. Burkheimer A.E. Jorgensen (cl)	
ANAHEIM 10,997	Bulletin (e) 3,429	.04	.035	(I-R) (AP) (†) (mer) (99)	Lotus H. Loudon and Hazel Del Loudon	FloydMcCracken(me)	J. H. Heffron	C. H. Powell (bm) R. H. Jacobs (cm)	Reg Taylor C. H. Powell (n) Laura Hancock (cl)	Fred A. Van Raas
BAKERSFIELD 26,000	Californian (e) 11,431	.055	.055	(D) (AP,UP) (mer) (J) (17-50-99)	Alfred Harrell	Alfred Harrell Ross C. Miller	Orval Adams James Day (sp)	Edward Benson	Walter Kane	Elmer Forgy
BERKELEY 82,100	Gazette (e) 7,508	.05	....	(R) (UP) (J) (116-46)	Gazette Pub. Co. C. E. Dunscomb, Pres. and Pub.	James E. Wales	Harold Johnson Phil Rolfe (sp)	C. E. Dunscomb C. E. Wales (bm) Fred W. Folsom (cm)	C. H. Erwin Mrs. K. Robertson (cl)	Bert Zarley
BRAWLEY 10,437	News (e) 2,126	.03	.029	(R) (AP) (J) (99)	Est. of M. D. Witter M. Ethel Witter, Executrix	James F. Taggart	Frank Burris (sp)	Allen T. Witter Frank Burris (cm)	A. F. Doran	Ira Burris F. M. Jones (j)
BURBANK 16,662	Review (e) 2,773	.04	....	(I) (UP) (J) (99)	Review Ptg. Co.	Harvey R. Ling		Harvey R. Ling		
BURLINGAME 13,270	Advance-Star (e) 2,584	.04	.04	(I-R) (INS) (J) (136)	Burlingame Pub. Co. A. B. Cargill, Pres. & Pub.	A. B. Cargill	W. T. Chapman Ernest Rapley (sp)	A. B. Cargill I. F. Rebem (cm)	J. M. McGrath V. West (cl)	Edward Snyder H. O. Wolcott (j)
CALEXICO 6,297	Chronicle (e) 1,211	.025	.025	(I) (AP) (J) (20-46)	Randall Henderson	Randall Henderson	Jess Workey	R. Henderson Bess Stacy (cm)	Oel Spelman	O. de Los Cobos Paul Payne (j)
CHICO 7,961	Enterprise (e) 3,045	.03	.025	(I-R) (AP) (99)	Enterprise Pub. Co. F. J. O'Brien, Pres. & Pub.	Florence J. O'Brien	Guerdon A. Cowan Mervyn Hensley (sp)	Florence J. O'Brien Herbert A. Barber (bm) C. J. Dahl (cm)	Herbert A. Barber Ursul Kusel (cl)	Jack Scannell
	Record (m) 2,775 Sunday edition (S) 2,773	.03 .03	.025 .025	(I) (UP) (136)	Richards & Deuel	Chas. H. Deuel	Jack Wilson	Chas. H. Deuel Charles Clark (cm)	Bon L. Ruth	Emil Bardell
COALINGA 2,864	Record (e) 1,243	.025	....	(R) (UP) (J) (none)	McCollum & Mason	F. J. McCollum		H. M. Mason		
COLTON 8,700	Courier (e) 1,223	.021	....	(R) (AP) (J) (none)	F. S. Hosfelt	Verna G. Hosfelt	Dan R. Conway	F. S. Hosfelt K. W. Alexander (bm).. M. M. Carter (cm)	K. W. Alexander Ione Lee (cl)	W. W. Elliott
COLUSA 2,116	Herald (e) 1,402	.025	.025	(I) (UP) (J) (136)	Wilson & Halloway	M. L. Wilson	W. G. Brill Floyd McCue (sp)	Ruth Strickler (cm)	Maxine E. Holloway (n)	F. McCue
	Sun (e) 859	.021	....	(I) (28-3)	J. McCune	J. McCune				
CORNING 1,377	Observer (e) 800	.021	.021	(I) (UP) (J) (none)	Mrs. T. E. Harper	Francis W. Mosher, jr.		Mrs. T. E. Harper Buena Newlin (cm)		A. C. Keiser
CORONA 7,019	Independent (e) 834	.021	.021	(I-R) (J) (28)	Geo. M. Blair	C. C. Johns	C. C. Johns Walter E. Blair (sp)	George M. Blair M. P. Miller (cm)	H. G. Blair G. M. Blair (n)	C. R. Miller A. M. Cresch (j)
CULVER CITY 15,468;(carrier limits)	Star-News (e) 3,373	.04	.04	(I-R) (AP (†) (99)	Culver City Pub. Co. William Shea, Pres.	William Shea Rembert James	Rembert James Roy Bishop (sp)	William Shea Robert Curry (cm)	Hugh Baumberger A. Carlson (cl)	Earl Leavitt
DINUBA 2,968	Sentinel (e) 3,128	.035	0.35	(I-R) (UP) (J) (99)	William E. Locke	William E. Locke	G. E. Locke J. R. Locke, Jr. (sp)	W. E. Locke J. R. Locke, Jr. (cm)	John R. Locke G. E. Locke (cl)	O. H. Chappell

(*Continued on page 20*)

DOMINANT COVERAGE in Los Angeles

The recent combination of The Los Angeles Evening Herald with The Evening Express now enables the astute advertiser to

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PAUL BLOCK AND ASSOCIATES

NEW YORK
DETROIT

CHICAGO
BOSTON

SAN FRANCISCO
PHILADELPHIA

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
EL CENTRO	Imperial Valley Press									
8,500	(e) 2,982	.035	0.3	(R) (UP) (99)	Imperial Valley Press, Inc. H. W. Hammond, Pres.	James P. Greene W. C. Costello	James P. Greene E. A. Fitshugh (sp)	H. W. Hammond W. C. Costello (bm) W. H. Howard (cm)	A. C. Johnston W. C. Costello (n) Carol Davis (cl)	Donald Hamilton
ESCONDIDO	Times-Advocate									
3,410	(e) 860	.021	.021	(I) (J) (none)	Percy Evans	Percy Evans	Dan McGrew (sp)			Eric Runge Aubrey Ashley (j)
EUREKA	Humboldt Standard									
15,752	(e) 5,544x	.05	.05	(R) (UP) (mer) (99)	Standard Ptg. Co. C. L. Day, Pres. & Pub.	C. L. Day Don O'Kane	Frank Flaherty Scoop Beal (sp)	C. L. Day H. Bracken (cm)	G. O. L. P. Davis J. J. Montgomery (n) G. A. Smith (cl)	C. O. Harms
	Humboldt Times									
	(m) 5,513x	.05	....	(R) (AP) (J) (88)	Times Pub. Co.	J. H. Crothers		J. H. Crothers		
	Sunday edition									
	(S) 6,082x	.05	....							
FRESNO	Bee									
52,558	(e) 32,008	.10	.068	(I) (AP,UP,US,PCN,INS) (*S) (†) (E) (110)	Jas. McClatchy Pub. Co. Chas. K. McClatchy, Pres.	Carlos K. McClatchy H. R. McLaughlin	W. E. Lockwood Ed Orman (sp)	C. K. McClatchy Ed. S. Riggins (bm) O. W. Pratt (cm)	R. W. Millard R. J. Horan (cl)	
	Sunday edition									
	(S) 31,310	.10	.068							
	Republican									
	(m) 21,650	.10	....	(I-R) (AP) (†) (E) (152-10)	Republican Pub. Co. Geo. A. Osborn, Pres. & Pub.	Chase S. Osborn, Jr. Ben R. Walker	Ralph Cole John D. K. Perry (sp)	Harry B. Gregory (bm) H. B. Pryor (cm)	C. V. Baymiller (cl)	
	Sunday edition									
	(S) 23,752	.10								
FULLERTON	News-Tribune									
10,680	(e) 3,822	.04	.03	(I) (UP) (99)	News-Tribune Co., Ltd. W. Kee MaxwellM Pres	B. K. Maxwell A. E. Davis	A. E. Davis D. P. Maynard (sp)	W. Kee Maxwell H. E. Luedeman (cm)	W. H. Long Edna McMaster (cl)	C. V. Galloway
GILROY	Dispatch									
3,502	(e) 1,756	.025	....	(R) (UP) (J) (99)	Lloyd E. Smith	Lloyd E. Smith				
GLENDALE	News-Press									
62,736	(e) 14,480	.075	....	(R) (AP,UP,CP) (†) (99)	Evening News Co. J. D. Funk, Pres.	W. S. Ingram	J. C. Safely C. Geilfus (sp)	J. D. Funk J. V. Hollett (cm)	H. Dale Townsend W. Cass (cl)	F. A. Harris
GRASS VALLEY	Union									
4,006	(m) 1,349	.025	.018	(I) (AP,UP (J) (152)	Union Pub. Co., Inc. W. F. Prisk, Pres.	E. G. Kinyon	R. T. Ingram	M. Henry Argall	M. Henry Argall	J. Truscott
	Sunday edition									
	(S) 1,349	.025	.018							
GRIDLEY	Globe									
1,941	(e) 346	.011	.011	(D) (J (none)	Don B. Robb	Don B. Robb				Chas. Tischer
HANFORD	Journal									
7,028	(m) 1,483	.025	.025	(D) (AP (†) (J) (20-46)	F. T. Humphrey & W. E. Taylor	A. R. Macdonald	A. R. Macdonald Arnold Driver (sp)	A. R. Macdonald O. L. Haley (cm)	E. H. Hendrick, Jr.	
	Sunday edition									
	(S) 1,483	.025	.025							
	Sentinel									
	(e) 1,406	.025	.025	(R) (UP) (J) (99)	J. E. Richmond	J. E. Richmond	R. E. Smith E. S. Richmond (sp)	J. E. Richmond J. Y. Kerr (cm)	F. E. Newton	M. D. Fuller J. E. Richmond (j)
HAYWARD	Review									
5,530	(e) 2,775	.03	....	(I) (UP) (J) (99)	Review Pun. Co.					
HEALDSBURG	Tribune									
2,293	(e) 1,098	.025	.025	(I) (UP) (J) (99)	Adams & Law	Wayne Hodges Agnes U Adams		Clarence R. Law	Jack Broback	Russel Stahl L. Rossasco j)
HOLLISTER	Free Lance									
3,758	(e) 1,528	.025	.025	(I-R) (UP) (J) (99)	Millard F. Hoyle	Herbert Sutton	John Bruce	M. F. Hoyle John F. Hurley (cm)	M. F. Hoyle	Peter Borovich M. C. Gentry (j)
HOLLYWOOD	Citizen-News									
153,000	(e)	.12	....	(I) (AP,UP) (J) (E) (37-46)	Citizen-News Co. H. G. Palmer, Pres. & Pub.	Harlan G. Palmer Harold E. Swisher	Harold N. Hubbard Claude Newman (sp)	Harlan G. Palmer Harold D. Searles (cm)	T. Harwood Young Wm. O. Mincher (n) John R. Tobin (cl)	Harold D. Winn Elmer Sandberg (j)

NOTE—Citizen and News were consolidated Nov. 2, 1931 Previous circulations were, A.B.C., 9-30-31, Citizen, 17,786; News, 20,097

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
HUNTINGTON PARK	Signal									
25,000	(e) 4,869	.05	.045	(I) (UP) (mer) (J) (46)	Signal Pub. Corp. E. M. Boddy, Pres. S. F. O'Donnell, Pub.	Stephen F. O'Donnell	H. O. Maas	S. F. O' Donnell G. F. Karnopp (cm)	E. S. Kellogg, Jr.	W. L. Aspenleiter W. H. Miller (j)
INGLEWOOD	Californian									
19,640	(e) 2,200	.04	....	(I) (J) (28-136)	S. M. & P. V. Greene	Sam. M. Greene	Carl Blaker	Paul V. Greene	Paul V. Greene	Wm. Moore
	News									
	(e) 4,213	.04	....	(I) (UP) (J) (99)	T. N. & H. H. Shaw	J. L. Rosenberg		Thad N. Shaw (bm) John Conrad (cm)	K. E. Moffett	Conrad Schnerck
LONG BEACH	Press-Telegram									
142,032	(e) 47,647x	.14	....	(I) (AP,UP) (*S) (†) (J) (152)	Press-Telegram Pub. Co. W. F. Prisk, Pres.	W. F. Prisk Frank Selover	Frank Goss Frank Blair (sp) Homer Johnston (Su)	W. F. Prisk W. H. Hosking (bm) Ed Pugh (cm)	George Burt W. W. Heaton (n) W. E. Douglas (cl)	J. M. Hammond Walter Leecraft (j)
	Sunday edition									
	(S) 46,679x	.14	....							
	Sun									
	(e) 28,140x	.08	....	(I) (UP,CP) (†) (J) (E) (99)	Ira C. Copley	Walter H. Case W. Harold Kingsley	Ruskin L. Dunfee Tige Clinton (sp)	Clark F. Waite P. M. Knox (cm)	M. R. Ashworth C. F. Wilson (n) P. M. Knox (cl)	V. G. Manning Frank M. Waller (j)
	Sunday edition									
	(S) 27,801x	0.8	....							

NOTE—Sun changed from Morning to Evening publication Dec., 1931.

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
LOS ANGELES	Examiner									
1,231,830	(m) 206,578	.44	.275	(I) (AP,INS,US,) (mer) (†) (J) (E) (26-78)	G. G. Young, Pres. & Pub.	F. W. Eldridge	W. Woolard Mark Kelly (sp) Roy Polcar (Su)	G. G. Young B. P. Guild (bm) R. E. McGowan (cm)	S. P. Bartlett T. C. Hoffmeyer (n) Worth Wright (cl)	Verne Edwards
	Sunday edition									
	(S) 435,584	.77	....							
	Herald & Express									
	(e)	.60	....	(I) (AP,INS,UP,PCN) (mer) (†) (J) (E) (12)	Evening Herald Pub. Co. Frank F. Barham, Pres.	Frank F. Barham E. R. Collins	Wm. Levings Sid Ziff (sp)	D. G. Keeler (bm) W. J. Harrison (cm)	Arthur Holliday Eugene O. Mens (n) K. O. Tinkham (cl)	Louis Richardson

NOTE—Herald and Express have been consolidated. Previous circulations were, A.B.C. 9-30-31, Express 115,527; Herald, 223,523

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
	Illustrated News									
	(m) 100,295	.20	.16	(I) (UP) (†) (E) (118-43)	Stockholders Pub. Co. Manchester Boddy, Pres. & Pub.	Manchester Boddy Harry C. Eller	Hal Rorke R. A. Cronin (sp)	E. G. Patterson (bm) W. A. Robare (cm)	Elliott C. Hensel Wm. A. Powell (cl)	A. T. Stanley
	Journal of Commerce									
	(m)	.043	.043	(UP) (43)	David & Brown Pub. Co.	C. M. David Chas. H. Scott		C. M. David E. J. Evans (bm-cm)	C. M. David	E. J. Evans
	Record									
	(e) 66,137	.12	....	(I) (UP) (mer) (†) (E) (55)	Record Pub. Co. H. B. R. Briggs, Pres. & Pub.	Gilbert Brown Murphy McHenry	Chas. Daggett Don Roberts (sp)	Neil S. Hellis (bm) Joseph D. Regan (cm)	Neil S. Hellis F. R. Davit (n) Patricia Coney (cl)	Elmer Cobb
	Times									
	(m) 171,228	.32	....	(R) (AP) (*S) (mer) (†) (J) (E) (152-10)	Times-Mirror Co. Harry Chandler, Pres.	Ralph W. Trueblood	L. D. Hotchkiss Paul Lowry (sp) William Holden (Su)	Harry Chandler J. Baum (bm) A. L. Parker (cm)	I. R. Smith E. A. Hartford (n) R. E. Seiler (cl)	M. E. Torrel S. W. Crabill (j)
	Sunday edition									
	(S) 253,204	.44	....							
MADERA	Tribune & Mercury									
4,665	(e) 1,125	.025	....	(I) (UP) (J) (99)	George A. Clark	H. A. Clark		George A. Clark		
MARTINEZ	Contra Costa Gazette									
6,696	(e) 3,743	.04	....	(R) (UP) (J) (99)	Gazette Pub. Co., Ltd. Will R. Sharkey, Pres.	Cyril L. Cairns		Earl McCallum (bm) J. J. McDonnell (cm)	Earl McCallum	H. D. Lyford
	Herald									
	(m) 1,050	.03	....	(28-136)	B. E. Stotts	B. E. Stotts			Geo. Leisander	
	Sunday edition									
	(S) 1,050	.03	....							
MARYSVILLE-YUBA CITY	Appeal-Democrat									
9,368	(e) 5,868	.05	....	(I) (UP) (†) (136)	Marysville-Yuba City Pubs., Inc. H. E. Thomas, Pres.	H. E. Thomas	Edward Burt (sp)	S. J. Pickens (bm) Dinty Moore (cm)	Arch Nichols S. J. Pickens (n)	T. J. Ryan
MERCED	Sun-Star									
7,066	(e) 4,146	.04	....	(I) (UP) (J) (99)	Star Pub. Corp. Ray McClung, Pres.	Ray McClung	John Schmidt (sp)	Hugh McClung (bm)	Larry E. Klump Maxine Harris (cl)	Harry Carlisle E. D. Johnson (n)
MODESTO	News-Herald									
13,842	(m) 2,467	....	....							
	News-Herald									
	(e) 8,641	....	....	(I) (AP,UP,INS,PCN,US) (†) (110)	News-Herald Co. C. K. McClatchy, Pres.	C. K. McClatchy Fred B. Moore	Max Foster James Roach (sp)	Carlos K. McClatchy H. P. Walls (bm) J. N. Stone (cm)	H. P. Walls L. Hurley (cl)	Chas. Peterson
	Total daily									
	(me) 11,108	.07	....							
	Sunday edition									
	(S) 2,480	....	....							
	Evening & Sunday									
	(eS)	.07	....							
MONROVIA	News-Post									
10,890	(e) 1,868	.035	.035	(I) (AP,UP) (†) (J) (99)	News-Post Co.	Roy F. Ratliff	Elwood Irwin	Roy F. Ratliff J. A. Ingham (bm-cm)	Roy F. Ratliff E. W. Hokensen (cl)	Jack Hale J. A. Ingham (j)

It's An Old Los Angeles Custom

Los Angeles starts the day by bringing The Examiner in off the front porch.

It's an old Los Angeles custom that has given The Examiner the largest home-carrier circulation of any morning and Sunday newspaper west of the Missouri River.

You see, in Los Angeles, things move fast—

So fast that within a few years the city has become the fourth largest market in America—the Los Angeles Metropolitan District—

Whose 2,313,813 fast-moving people annually spend $1,533,411,315.45—annually buy more than one-third of the total retail purchases of the entire West Coast.

And naturally, this fast-moving metropolis prefers a fast-moving metropolitan newspaper—The Examiner, with—

The largest morning and Sunday circulation in the West—more than 200,000 daily and in excess of 450,000 Sunday—

And a Sunday circulation more than 72 per cent greater than that of the second Los Angeles Sunday newspaper.

So if you want your product to move fast in this fast-moving metropolis, advertise it in a fast-moving metropolitan newspaper—The Examiner.

LOS ANGELES EXAMINER

Put Your Message Before the Moderns

NEW YORK
W. W. Chew Organization, 572 Madison Ave.

SAN FRANCISCO
S. P. LaDue, 625 Hearst Bldg.

CHICAGO
W. W. Chew Organization, 612 Hearst Bldg.

DETROIT
A. R. Bartlett, 3-129 General Motors Bldg.

SAN DIEGO
H. H. Fawcett, 612 Spreckels Theatre Bldg.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MONTEREY	Peninsula Herald									
16,944	(e) 3,807	.035	.03	(I) (AP,UP) (mer) (J) (99)	Peninsula Herald Co Allen Griffin, Pres. & Pub.	Allen Griffin Wm. O'Donnell	Wm. Gleeson M. O. Londahl (sp)	Allen Griffin Howard Walters (bm) H. Mumford (cm)	Howard Walters E. Cooley (cl)	A. H. Clickard
NAPA	Journal									
6,437	(m) 1,936	.025	....	(I) (UP) (J) (99)	Muller & King L. B. King, Pres.	L. B. King	C. Kenworthy (sp)	E. A. Muller P. J. Mulherin (cm)	Don H. Stevens P. J. Mulherin (cl)	H. H. Muller
	Sunday edition									
	(S) 1,936	.025	....							
	Register									
	(e) 2,875	.03	.03	(R) (UP) (†) (46)	Francis & Francis	G. M. Francis G. H. Francis	T. M. Marois W. Griffiths (sp)	G. H. Francis Doris Koethen (cm)	H. Koethen Amelia Geiger (cl)	
OAKLAND	Post-Enquirer									
284,213	(e) 56,262	.18	.16	(I) (INS,US,PCN) (†) (E)(144-131)	Post-Enquirer Pub. Co. R. A. Carrington, Jr., Pres.	Carl Hoffman H. H. Krueger	Homer Thomas Al Santoro (sp)	Victor Lattanner (cm)	Emil A. Nusbaum E. C. Kelly (n) J. F. Maher (cl)	R. L. Ratekin
	Tribune									
	(e) 79,065	.21	.18	(R) (AP,UP,CP) (†) (J) (E) (152)	Tribune Pub. Co J. R. Knowland, Pub.	J. R. Knowland L. S. Levy	Stanley Norton Bob Shand (sp) Roy Sharpe (Su)	B. A. Forsterer (bm) W. F. D. Brown (cm)	Howard Stovel R. G. Breeze, Adv. Dir. Clifford Irish (n) M. J. A. McDonald(cl)	Alexander Doig C. B. Hill (j)
	Sunday edition									
	(S) 82,005	.21	.18							
OCEANSIDE	Blade-Tribune									
3,509	(e) 1,354	.025	.018	(I) (J) (20-46)	H. N. & P. R. Beck	Harold N. Beck	Walter Hillam L. Van Deerlin (cm)	Harold N. Beck & Paul R. Beck (gm) Paul R. Beck (bm-cm)	Paul R. Beck Betty Ramsay (cl)	S. C. Langford
ONTARIO	Report									
13,583	(e) 4,068	.04	....	(I) (UP) (†) (J) (99)	F. B. Appleby	F. B. Appleby	R. F. Graettenger V. Beck (sp)	H. F. Matthews L. Sturgell (cm)	Joe Downey H. F. Matthews (n) A. Thomas (cl)	W. Axley U. R. Hughes (j)
ORANGE	News									
8,029	(e) 3,057	.03	.03	(R) (UP) (99)	Hart & Craemer	W. O. Hart	R. S. Arguello Stan. Wilson (sp)	Justus F. Kraemer W. L. McKay (cm)	O. G. Franke Lorraine Arguello (n) Laura Anderson (cl)	C. J. A. Maibach
OROVILLE	Mercury-Register									
3,702	(e) 2,235	.03	....	(I) (UP) (136)	Oroville Mercury, Ltd Dan L. Beebe, Pres.	Dan L. Beebe	Geo. Wangelin Wallace Kunkel (sp)	L. E. Ginter (bm) Winifred Fowler (cm)	J. B. Hosmon Irvine Larene (cl)	Phil Hefner
OXNARD	Courier									
6,285	(e) 1,496	.025	.025	(R) (UP,INS) (mer) (†) (J) (99)	J. J. Krouser	Caryl Krouser	Harold Matthews	J. C. Krouser C. W. Teubner (bm) Charles Teubner (cm)	Chas. Teubner Caryl Krouser (n) Charlotte Stahl (cl)	C. E. Moon H. R. Matthews (j)
PALO ALTO	Times									
13,652	(e) 4,277	.045	....	(I) (AP) (99)	Peninsula Newspapers, Inc Geo. F. Morell, Pres. E. R. Lovett, Pub.	Dallas E. Wood E.V.Cogswell,Asst.Ed.	Ray Leavitt (sp)	Geo. S. Folsom (cm)	J. Paul Moore	J. G. Mathison
PASADENA	Post									
76,086	(e) 12,764	.06	.04	(I) (AP) (†) (J) (99)	Post Pub. Co.	F. F. Runyon Lee Merriman	F. G. Runyon (sp)	W. S. Kellogg Chas. Ruhmland (cm)	M. J. Anthony L. Compton (n) A. S. Adams (cl)	H. M. Tedford Wm. Login (j)
	Star-News									
	(e) 17,223	.09	.07	(R) (UP,CP) (†) (J) (E) (152)	Star-News Pub. Co Chas. H. Prisk, Pres.	Chas. H. Prisk	C. F. Shoop R. Samuelson (sp)	Chas. H. Prisk E. T. Hamrick (cm)	G. R. Fugate S. F. Dunn (n)	C. P. Medland W. C. Peck (j)
PETALUMA	Argus-Courier									
8,245	(me) 3,926	.04	.025	(R) (UP) (J) (99)	Olmsted Co., Inc John A. Olmsted, Pres.	J. E. Olmsted	Art S. Newburgh	John A. Olmsted D. A. McLean (cm)	A. J. Hall	Ellis Newsome
PITTSBURG	Post-Dispatch									
9,650	(e) 2,703	.03	....	(I) (UP) (J) (99)	Post-Dispatch Co., Ltd Louis Meyer, Pres.	F. J. Walker Maynard Youngs	H. H. Bancroft	Bert J. Abraham (bm) Martin Southmayd(cm)	Fred W. Martin	Bert Crawford
PLACERVILLE	Republican									
2,380	(e) 986	.025	.025	(I-R) (UP) (†) (J) (none)	El Dorado Pub. Co M. T. Kelly, Pres. H. B. Thomas, Pub.	H. B. Thomas		H. B. Thomas	M. H. Vaught	W. O. Upton (j)
POMONA	Progress-Bulletin									
20,804	(e) 7,319	.045	.035	(I-R) (UP) (J) (99)	Progress-Bulletin Pub. Co W. E. Stevens, Pres.	A. T. Richardson	Theodore Johnson	W. E. Stevens Nelson J. King (bm)	James K. Peirsol	
PORTERVILLE	Recorder									
7,000	(e) 2,118	.03	....	(I) (UP) (J)(none)	Homer W. Wood	Homer W. Wood Dave Young	Lester C. Skidmore		Roy Garman Homer W. Wood (n)	F. C. Smith (j)
RED BLUFF	News									
3,510	(e) 2,100	.025	....	(D) (UP) (99)	John G. Miller	John G. Miller		P. H. Staffelbach	P. H. Staffelbach	Sam Hall
REDDING	Courier-Free Press									
4,188	(e) 1,651	.025	.025	(I-R) (UP) (J) (28-46)	Walter H. Fink	Walter H. Fink	H. F. Baker	Walter H. Fink	Walter H. Fink	Walter H. Fink
	Searchlight									
	(m) 2,140	.025	.02	(I-R) (AP) (J) (136)	H. G. Moody	H. G. Moody	Murray Hannon Joe Bush (sp)	H. G. Moody Dorothy Obert (bm-cm)	Ferinda Reinholt	Geo. Lieurence Richard Miller
	Sunday edition									
	(S) 2,140	.025	.02							
REDLANDS	Facts									
14,177	(e) 2,962	.035	.035	(R) (UP) (†) (none)	Paul W. Moore, Pres. & Pub.	Paul W. Moore	F. K. Arthur C. E. Arthur (sp)	Paul W. Moore L. O. Hammond (cm)	Paul W. Moore	H. A. Hargraves
REDONDO	Breeze									
9,347	(e) 2,154	.035	....	(I) (AP) (J) (mer) (99)	Daily Breeze Pub. Co Geo. F. Orgibet	E. J. Doyle		Geo. F. Orgibet Floyd Martin (cm)	Arthur C. Rubel	John Davis M. H. Hussey
REDWOOD CITY	Tribune									
8,957	(e) 2,602	.04	.04	(I) (AP) (99)	Peninsula Newspapers, Inc Geo. F. Morell, Pres. Sam H. Winklebleck, Pub.	Carroll D. Hall	Wm. F. Vielhauer Elbert Thomas (sp)	Ervin Hyldahl (cm)	Geo. F. McQueen Miss D. Heydenfeldt (n) Forest W. Donkin (cl)	J. G. Matheson
RICHMOND	Independent									
20,090	(e) 4,660	.04	.035	(I-R) (UP) (J) (99)	Independent Pub. Co J. F. Galvin, Pres. & Pub.	R. S. Crose	Russel Whiting (sp)	J. F. Galvin F. S. Newsom (bm) Mrs. L. K. Heady (cm)	J. E. Galvin F. S. Newsom (n) Judith Shulse (cl)	G. T. Griffin H. C. Brombacher (j)
	Record-Herald									
	(m) 3,462	.03	....	(R) (UP) (J) (136)	Grover E. Milnes	Guy E. Milnes				
	Sunday edition									
	(S) 3,462	.03	....							
RIVERSIDE	Enterprise									
29,696	(m) 4,977	....	....	(I) (AP,UP) (J) (99)	Enterprise Corp. Howard H. Hays, Pres.	Earl E. Buie L. A. Hartman	Harry Harper (sp)	Harry W. Hammond M. H. Hurt (cm)	J. R. Bowden	L. L. McFall F. W. Whitman (j)
	Sunday edition									
	(S) 4,977	.07	....							
	Press									
	(e) 7,130	....	....	(R) (UP) (99)	Riverside Daily Press, Inc E. P. Clarke, Pres.	E. P. Clarke	A. A. Piddington Wm. Leamon (sp)	Harry W. Hammond John L. Wagner (cm)	H. E. Ross Minnie M. Gaston (n) N. S. Goslin (cl)	W. J. T. Adams
	Combined daily									
	(me) 12,107	.07	....							
SACRAMENTO	Bee									
93,750	(e) 50,951	.14	....	(I) (AP,UP,INS,US,PCN) (†) (E) (110)	Jas. McClatchy Pub. Co Chas. K. McClatchy, Pres.	Chas. K. McClatchy J. Earl Langdon	S. R. Leedom Rudy Hickey (sp)	Carlos K. McClatchy G. C. Hamilton (bm)	W. S. Dayton L. W. Averill (cl)	
	Union									
	(m) 13,952	.07	.063	(I) (AP) (†) (81-11)	Sacramento Pub. Co., Ltd Wm. H. Dodge, Pres. & Pub.	Chas. J. Lilley Chas. Crawford	John C. Lee Steve George (sp) Myrtle Lord (Su)	John H. Payne S. Feldesman (cm)	C. E. Borom L. O. Roark (n) J. T. Sebastian, Jr. (cl)	C. O. Scoville
	Sunday edition									
	(S) 14,385	.08	.066							
SALINAS	Index-Journal									
10,260	(e) 4,119	.035	....	(I) (UP)(†) (J) (99)	Fred Weybret	R. G. Watkins Fred Weybret	Frank Conner Phil Curran (sp)	Fred Weybret G. H. Law (cm)	Richard P. Harris Lawrence L. Vera (n) Elleroy M. Smith (cl)	Lawrence L. Vera Jack Gillis (j)
SAN BERNARDINO	Sun									
37,481	(m) 11,890	....	....	(R) (AP,UP) (J) (E) (99)	Sun Co. R. C. Harbison, Pres.	R. C. Harbison	L. Burr Belden Sid Olin (sp)	Harry S. Webster (bm) M. R. Standish (asst. bm) O. F. Thayer (cm)	H. P. Graham J. A. Dishman (cl)	L. L. McFall E. Deo Paul (j)
	Telegram									
	(e) 3,858	....	....							
	Total daily									
	(me) 15,748	.075	....							
	Sunday edition									
	(S) 12,094	....	....							
	Evening & Sunday									
	(eS)	.075	....							
SAN DIEGO	Sun									
147,897	(e) 19,778	.07	.057	(I) (UP) (mer) (†) (128)	San Diego Sun Pub. Co Robert P. Scripps, Pres.	Paul C. Edwards Robert Dwyer	Arthur Moore Carl Adams (sp)	A. L. Houser James Louvau (cm)	Geo. V. Horton T. L. Stavrum (n) Kenneth Delaney (cl)	Richard Barthelme

(*Continued on page 24*)

IN THE OAKLAND MARKET, THE TRIBUNE IS THE ANSWER TO YOUR 1932 MERCHANDISING PROBLEM

First in circulation, first in advertising linage, and first in reader response, The OAKLAND TRIBUNE completely fills the need for efficient coverage of this great Western Market.

The TRIBUNE is the only seven-day newspaper in this market of 586,416 consumers. It is also the only newspaper operating its own radio station.

During 1931 The TRIBUNE carried a total of 14,399,050 lines of paid advertising. Its circulation, according to the Audit Bureau of Circulation report of October, 1931, was 80,937.

Oakland Tribune

Exclusive Associated Press Service — United Press Consolidated Press Association

Member Audit Bureau of Circulation *Member Major Market Newspapers, Inc.*

National Advertising Representatives: WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES SEATTLE

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SAN DIEGO (Con).	Tribune									
	(e) 27,479	....	....	(R) (AP,INS,CP,US) (†) (E) (99)	Union-Tribune Pub. Co. Ira C. Copley, Pub. Wm. Wheeler, Pres.	James MacMullen	F. B. Goodman (e) C. W. McGrew (m) Tom Akers (sp-e) Ted Steinman (sp-m) E. R. Anderson (S)	James MacMullen W. V. O'Farrell (cm)	Morris A. Penter Ray D. Tyler (n) Kenneth Flood (cl)	J. A. O'Connor
	Union									
	(m) 29,077	....	....							
	Total daily									
	(me) 56,556	.14	....							
	Sunday edition									
	(S) 41,855	.14	....							
	Saturday-Sunday									
	(Sat-S)	.16	..							
SAN FRANCISCO 634,394	Call-Bulletin									
	(e) 126,102	.28	.22	(I) (INS,AP,PCN) (mer) (†) (E) (101-79-95-131)	Call Pub. Co. Fremont Older, Pres. Robt. P. Holliday, Pub.	Fremont Older Jos. Mulcahy	E. T. Gleason Pat Frayne (sp)	Robt. P. Holliday Presley Mallory (cm)	R. L. Litchfield Ingraham Read (n) Benj. Oviatt (cl)	Leo Ihle
	Chronicle									
	(m) 96,589	.25	.19	(I-R) (AP,CT,NYT) (*S) (mer) (†) (E) (152)	Chronicle Pub. Co. Geo. T. Cameron, Pres. and Pub.	W. H. B. Fowler Karl M. Anderson	Thos. J. Bellew Harry B. Smith (sp) James Tufts (Su)	W. H. B. Fowler Lewis E. Haas (bm) C. E. Gilroy (cm)	Howard A. Welsh R. W. Madison H. J. Harrison (cl)	Mark Wayman
	Sunday edition									
	(S) 151,204	.30	.21							
	Commercial News									
	(m) 7,467	.129	.129	(J) (none)	Commercial News Pub. Co. V. J. Robertson, Pres.	V. J. Robertson	A. C. Sandahl	Wm. H. Houston (bm)		E. A. Pope (j)
	Examiner									
	(m) 185,975	.42	.24	(I) (AP,US,INS) (mer) (†) (J) (E) (26-53-78)	Examiner Ptg. Co. George Hearst, Pres.	James R. Nourse	Wm. C. Wren Vernon Grieve (sp) Edward W. Clarke (Su)	Clarence R. Lindner Charles Mayer (bm) A. E. Crawford (cm)	L. C. Boone Wm. J. Daly (n) C. A. Sternberger (cl)	C. J. McDermott O. W. Montgomery (j)
	Sunday edition									
	(S) 376,547	.72	.33							
	News									
	(e) 91,915	.22	.17	(I) (UP) (mer) (†) (J) (E) (128)	Daily News Co., Ltd. J. L. Cauthorn, Pres.	W. N. Burkhardt Allen C. Bartlett	Chris Lykke Tom Laird (sp)	J. L. Cauthorn (bm) J. C. Van Benthem (cm)	A. J. Tormey Vernon Caughell (n) Austin Mortimore (cl)	A. C. Pitts
	Wall Street Journal									
	(m) 3,320	.20	.20	(I) (INS) (83)	Dow Jones & Co., Ltd. Hugh Bancroft, Pres.	H. C. Hendee	D. B. Thorburn	K. C. Hogate Robt. H. O'Hair (bm) K. G. Kramer (cm)	R. Gordon Murray	H. R. Dennis
SAN JOSE 50,000	Mercury-Herald									
	(m) 20,432	.075	.075	(R) (AP) (E) (77-99)	J. O. Hayes, Pres. E. A. & J. O. Hayes, Pubs.		John R. Brokenshire Joe Custer (sp)	Frank L. Baker (bm) Harold Hayes(asst.-bm) E. L. Simpking (cm)	Ray McMahon	
	Sunday edition									
	(S) 21,452	.075	.075							
	News									
	(e) 13,349	.05	....	(I) (AP,UP) (E) (none)	G. Logan Payne	G. Logan Payne Jack Wright	Stanley Waldorf Buddy Leitch (sp)	Joseph A. Luczak Herbert Johnson (cm)	Kenneth Stacy G. Logan Payne (n)	
SAN LUIS OBISPO 8,276	Telegram									
	(e) 4,147	....	....	(I) (UP) (55)	Telegram-Tribune Co. E. C. Rodgers, Pres.	E. C. Rodgers Saxton E. Bradford	Evelyn Hansen Geo. Elliott (sp)	E. C. Rodgers M. Yager (bm) Gordon Lester (cm)	R. A. Shelton A. Carlson (n) V. Lagenbeck (cl)	Geo. Murphy
	Tribune									
	(m) 631	....	....							
	Total Daily									
	(me) 4,778	.045	.04							
	Sunday edition									
	(S) 631	....	....							
	Evening & Sunday									
	(ES)	.045	.04							
SAN MATEO 13,439	Times & News-Leader									
	(e) 4,604	.045	.04	(I) (UP) (J) (99)	Amphlett Ptg. Co. H. W. Amphlett, Pres. & Pub.	Horace W. Amphlett	J. P. McSorley G. C. Currall (sp)	Horace W. Amphlett T. H. Neveau (cm)	Don Murphy Alice Christie (cl)	E. L. Warne
SAN PEDRO 35,918	News-Pilot									
	(e) 10,460	.06	....	(I) (AP,UP) (†) (J) (99)	San Pedro P. & P. Co. C. F. Waite, Pres.	Clarke F. Waite		J. A. Waite (bm) H. Pollak (cm)	A. L. Waite	
SAN RAFAEL 8,075	Independent									
	(e) 3,631	.035	.035	(R) (UP) (J) (99)	Independent Pub. Co. Harry Lutgens, Pres.	C. W. Fessier	J. Donnelly (sp)	Harry Lutgens H. C. Lutgens (cm)	Holgste Thomas M. Trabucchi (cl)	Gordon Dixon
SANTA ANA 30,332	Register									
	(e) 13,686	.07	....	(I-R) (UP) (37-46)	Register Pub. Co. J. F. Burke, Pres.	J. F. Burke Mary Burke King	Eddie West (sp)	Loyal K. King R. M. Conklin (cm)	J. K. Evans	
	Sunday edition									
	(S) 13,679	.07	....							
SANTA BARBARA 33,613	News									
	(e) 8,313	.05	....	(I) (AP,UP) (†) (J) (93-134-46)	T. M. Storke	T. M. Storke Geo. W. Lynn	H. E. MacAllister	T. M. Storke B. D. Lane (bm) W. A. Butler (cm)	B. D. Lane E. C. Turner (cl)	F. Gettys W. D. Cogan (j)
	Press									
	(m) 7,367	.05	.05	(R) (AP,UP) (†) (99)	R. G. Fernald, Pres. & Pub.	R. G. Fernald G. A. Martin	Don W. Lusk Bud Roe (sp)	Eliot Rogers (bm) H. T. Aust (cm)	Eliot Rogers	C. F. Clements (comp) W. H. Helmer (prem)
	Sunday edition									
	(S) 7,862	.05	.05							
SANTA CRUZ 14,389	News									
	(e) 2,788	.03	.025	(I) (AP,UP) (†) (99)	Devlin & Judah	E. J. Devlin	Leon Rowland Ben Black (sp)	H. R. Judah Virgil Way (cm)	J. A. C. Miles H. R. Judah (n) Irving L. Smith (cl)	H. S. Osgood
	Sentinel									
	(m) 2,887	.03	....	(I-R) (AP,UP) (J) (46)	Sentinel Pub. Co. F. D. McPherson, Pres.	Wm. E. Gould Fred McPherson, Jr.	I. D. Stanford Wm. E. Gould (sp)	F. D. McPherson Robt. Breland (cm)	F. D. McPherson Fred McPherson, Jr. (n)	E. W. Fields
	Sunday edition									
	(S) 2,889	.03	....							
SANTA MARIA 7,135	Times									
	(e) 2,220	.03	.03	(I-R) (UP) (J) (99)	Ernest L. Peterson	J. B. Stephens Ernest L. Peterson	H. R. Reynolds	Ernest L. Peterson H. J. Bowles (bm) Norris Klink (cm)	C. R. Garratt	Valentine Lotti H. J. Hoeger (j)
SANTA MONICA 37,146	Outlook									
	(e) 10,498	.06	....	(I) (AP,UP,CP,PCN) (mer) (99)	Santa Monica Pub. Co. Arthur K. Whyte, Pres.	Chas. S. Warren Carl F. White	Leslie S. Storrs Frank Finch (sp)	Arthur K. Whyte E. T. Linden (cm)	Harry C. Boehme Jack Holcomb (n) Douglas Craine (cl)	Stanley Wills
SANTA PAULA 7,452	Chronicle									
	(e) 2,098	.025	.025	(R) (UP) (J) (99)	Chronicle Pub. Co., Ltd. Leo A. Smith, Pres. & Pub.	Leo A. Smith	Fred Jenkins	Leo A. Smith James Burtcheal (cm)	Frank Henry	C. O. Main
SANTA ROSA 10,968	Press-Democrat									
	(m) 9,287	....	....	(I) (AP,UP) (†) (J) (46)	Press-Democrat Pub. Co. E. L. Finley, Pub.	E. L. Finley	Julian I. Mayar Arthur McKay (sp)	Carl R. Lehman (bm) McBride Smith (cm)	Paul M. Johnson Carl R. Lehman (n) Stanley Powers (cl)	G. L. Kellogg
	Sunday edition									
	(S) 12,477	.07	.065							
	Republican									
	(e) 3,175	....	....	(R) (UP,AP) (†) (J) (46)	Santa Rosa Republican Co. E. L. Finley, Pub.	A. V. Napier	M. R. Pardee V. Silvershield (sp)	Carl R. Lehman (bm) McBride Smith (cm)	Paul M. Johnson Carl R. Lehman (n) Stanley Powers (cl)	G. L. Kellogg
	Combined daily									
	(me) 12,462	.07	.065							
SOUTH GATE 19,691	Tribune									
	(e) 3,102	.035	.03	(I) (UP) (mer) (J) (99)	W. H. Gamble	J. W. Partridge	J. A. Partridge	W. H. Gamble L. F. Cadd (cm)	C. F. Ackerman	W. Clark L. Geissel (j)
STOCKTON 47,962	Independent									
	(m) 8,084	.045	.035	(I) (AP) (†) (99)	Independent Pub. Co. W. A. Fitzgerald, Pres.	W. A. Fitzgerald	Delbert Miller Ernest Lonsdale (sp) Agnes McGee (Su)	Geo. E. McLeod (bm) A. E. Storm (cm)	Geo. E. McLeod A. Erle (n) W. Black (cl)	
	Sunday edition									
	(S) 8,084	.045	.035							
	Record									
	(e) 19,911	.08	....	(I) (AP,UP) (†) (152)	Irving Martin	Irving Martin Richard A. Rea	Philip C. Beaton John Peri (sp)	Irving Martin L. V. Peterson (bm) Lon Hildebrand (cm)	Ross Williams N. S. Mohney (n) C. Diffenderfer (cl)	J. E. Malloy
TAFT 3,442	Midway Driller									
	(e) 3,045	.03	....	(I) (AP) (†) (J) (136)	A. M. Keene	A. M. Keene E. W. Callander		J. D. Peterson (bm) Hilda M. Echols (cm)	H. G. Arndt	J. Pound
TULARE 6,300	Advance-Register									
	(e) 1,550	.03	....	(I) (UP) (J) (99)	Tulare Pub. Co. P. D. Nowell, Pres.	P. D. Nowell	Kenneth Bowen	P. D. Nowell James Jones (cm)	P. D. Nowell	Fred Allen
	Times									
	(m) 2,015	.03	...	(I) (AP, UP) (J) (20-46)	Percy M. Whiteside	Percy M. Whiteside			G. F. Manning	W. H. Totten
	Sunday edition									
	(S) 2,015	.03	....							
TURLOCK 4,276	Journal									
	(e) 3,389	.035	....	(I) (UP) (J) (99)	Mrs. J. Goodwin	Mrs. J. Goodwin		L. L. Goodwin (cm)	Levant Pease	Irving Dilbot
VALLEJO 14,476	Chronicle									
	(e) 1,239	....	....	(I) (UP) (J) (99)	Leonard M. Cox					
	Times-Herald									
	(m) 3,247	....	....	(I) (UP) (J) (†) (99)	Times-Herald Pub. Co. Luther E. Gibson, Pres.	Luther E. Gibson	Jim Ritch Harry DeBolt (sp)	Luther E. Gibson Victor Reich (bm) Wm. Caldwell (cm)	Victor Reich	Leonard Laing
	Sunday edition									
	(S) 3,279	.055	.055							
	Combined Daily									
	(me) 4,518	.055	.055							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
VENTURA 11,003	County Star (e) 5,148	.045	.04	(I) (UP) (†) (99)	Ventura County Star, Inc. Roy Pinkerton, Pres.	Roy Pinkerton Jack Ellwanger	Ned Thomas (sp)	Martin Jensen (secy-bm) Harry Bostwick, Jr. (cm)	Ralph Thompson Martin Jensen (n) Braden Finch (cl)	H. E. Robinson, Jr.
	Free Press (e) 4,616	.045	....	(I-R) (AP) (†) (J) (20-46)	Ventura Free Press, Ltd. H. O. Davis, Pres.	Fred A. Scheidle Arthur Keene	Arthur Keene Roy Whalin (sp)	Fred A. Scheidle Ed Clancy (bm) Gary Brott (cm)	Robert Burns	Sieg Grohse Edwin Fisher (j)
VISALIA 7,263	Times-Delta (e) 2,826	.035	.03	(I) (UP) (J) (99)	Visalia Pub. Co., Inc.	C. A. Whitmore	Clifford Relander (sp)	M. M. Maddox (bm) F. P. Ward (cm)	Paul P. Palmer M. M. Maddox (n) H. Walston (cl)	J. H. Ward H. E. Simerly (j)
WATSONVILLE 8,343	Pajaronian (e) 2,383	....	....							
	Register (m) 2,489	....	....							
	Combined daily (me) 4,872	.045	.045	(I-R) (AP,UP,INS) (J) (99)	F. W. Atkinson	R. A. Wilson (e) Ed Slusser (m) F. W. Atkinson		F. W. Atkinson E. A. McRoberts (cm)	Nelson Lamson (e) Les Lovett (m) C. R. Fye (n)	F. W. Fikes E. H. Walthers (j)
	Sunday edition (S) 2,489	.045	.045							
	Pajaro Valley Progress (e) new daily	.03	..	(28-136)	W. S. Darrow	James W. Shin		W. S. Darrow	G. S. Botsford	D. K. Stauffer
WHITTIER 14,822	News (e) 3,848	.04	....	(I) (UP) (99)	Jno. F. D. Aue'	R. B. Kennedy		Jno. F. D. Aue' J. C. Davis (cm)	W. M. Cathriner	
WILLOWS 2,024	Journal (e) 1,463	.025	.021	(I) (UP) (J) (136)	E. M. Sehorn		C. J. Gleeson	C. O. McDonnell	C. O. McDonnell	R. W. Crawford
WILMINGTON 15,500	Journal (e) 4,291	.03	....	(I) (J) (UP) (46)	R. F. Bowers	Floyd Peet		R. F. Bowers (bm)		
	Press (e) 4,320	.03	.03	(I) PCN) (J) (99)	C. P. Roberts	C. P. Roberts	C. A. Roberts	C. P. Roberts (bm) L. A. Kimball (cm)	G. W. Cross Doris Cory (cl)	P. G. Roberts
WOODLAND 5,542	Democrat (e) 1,989	.036	.021	(D) (UP) (J) (136)	Ed. E. Leake Pub. Co., Inc. Paul R. Leake, Pres.	Paul R. Leake	E. C. Frisbie	T. R. Jaques (cm)		M. H. Orser J. Q. Heyder (j)
	Mail of Woodland (m) 1,379	.035	....	(R) (AP) (J) (99)	Eugene C. Stowe	Eugene C. Stowe	J. W. Hamilton Larry McKennon (sp)	Geo. T. Pearce (cm)	Walter M. Barret	
	Sunday edition (S) 1,354	.035	....							
YREKA 2,126	Siskiyou News (m) 1,285	.03	....	(I) (UP) (J) (99)	Siskiyou Pub. Co.	Roy M. Avery		Roy M. Avery (bm) Mrs. E. L. Douglas (cm)	J. J. Ivers	R. R. Anderson
	Sunday edition (S) 1,285	.03	....							

COLORADO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALAMOSA 5,107	Courier (e) 1,750	.03	.025	(R) (AP) (J) (40)	Paul H. Schlesselman Alamosa Courier, Inc. Ernest Larson, Pres.	Paul H. Schlesselman	Robert Berkov	Glen Gouts (cm)	Paul H. Schlesselman Gladys Wilkinson (cl)	Louis Meyer
BOULDER 11,223	Camera (e) 2,350	.025	.014	(D) (AP) (†) (J) (116)	Boulder Pub. Co., Inc. L. C. Paddock, Pres.	L. C. Paddock A. A. Paddock	A. A. Paddock Lu Monroe (sp)	McHenry Tichenor	Hiram Fullen	W. P. Guild
	New-Herald (e) 2,677	.025	....	(I-R) (AP) (J) (65)	Union Pub. Co. Arthur A. Parkhurst, Pres.	Arthur A. Parkhurst	L. F. Ryder	Geo. Morgan	A. M. Piper	Wm. Green (j)
CANON CITY 5,938	American (e) 1,370	.02	.02	(I) (AP) (J) (65)	Fremont Cty. Amer. Pub. Co. John Skoglund, Pres.	Robert B. Smith	Lucile Bunten Winton Dunlap (sp)	Robert B. Smith R. O. Sperry (cm)	Robert B. Smith R. O. Sperry (cl)	W. B. Howell
	Record (e) 1,971	.025	.025	(R) (UP) (J) (none)	Guy U. Hardy	W. W. Emerson J. Leo Sterling	Lucile Norton W. T. Little	J. Leo Sterling J. H. Putney (cm)	Raymond Thompson J. Leo Sterling (n) Estelle Adkisson (cl)	W. A. Johnson
COLORADO SPRINGS 33,237	Gazette (m) 5,450	....	....	(I-R) (AP,UP,US,INS) (68)	Gazette & Telegraph Co. C. C. Hamlin, Pres.	C. C. Hamlin T. W. Ross	G. B. Sampson (e) J. F. Lanson (m) S. P. Dodge (sp-e) C. Stewart (sp-m) T. W. Ross (Su)	T. E. Nowels R. E. Mohler (cm)	H. H. Garnett R. H. Wardwell (n) A. M. Barr (cl)	F. R. Foster
	Telegraph (e) 7,555	....	....							
	Combined daily (me) 13,005	.08	.07							
	Sunday edition (S) 12,029	.08	....							
CRIPPLE CREEK 1,427	Times-Record (m) 750	.018	....	(I) (141-3)	Times Co.					
	Sunday edition (S) 750	.018	....							
DELTA 2,938	Independent (e) 1,227	.026	.021	(I-R) (UP) (J) (40)	C. E. Adams	Ayshford Tyler	Ayshford Tyler	Ayshford Tyler John Addington (cm)	Ayshford Tyler	Kenneth Gray
DENVER 287,861	Post (e) 161,361	.30	.23	(I) (AP,NYT,CT,US,INS,CP, UP) (*S) (E) (81)	Post Ptg. & Pub. Co. F. G. Bonfils, Pres.	F. G. Bonfils Wm. C. Shepherd	John B. Day C. L. Parsons (sp) Karl Lee (Su)	F. W. Bonfils (bm) C. C. Goodson (state-cm) A. Benjamin (city-cm)	F. I. Carruthers E. F. Wilkerson (n) Chas. E. Himes (cl)	
	Sunday edition (S) 305,178	.50	.28							
	Rocky Mt. News (m) 39,775	.16	.11	(I) (AP,UP) (*S) (†) (E) (128)	Scripps-Howard Newspapers Denver Pub. Co. Merritt F. Riblett, Pres.	Chas. E. Lounsbury Richard Scott, Jr.	Joe McMeel Volney Walsh (sp)	Merritt F. Riblett (bm) Robert W. Boyd (cm)	C. P. Harvey (adv-dir). Albert DeBernardi Conrad Hecker (n) Grosse Smith (cl)	Lee Snyder
	Sunday edition (S) 48,681	.16	....							
DURANGO 5,400	Herald-Democrat (e) 3,385	.03	.02	(I) (AP,UP) (J) (28-46)	Herald Pub. Co. J. H. McDevitt, Pres.	J. H. McDevitt	Myron Bates	W. F. McDevitt (bm). W. L. Sanders (cm)	W. F. McDevitt	T. R. Mahan (j)
FLORENCE 2,475	Citizen (e) 1,400	.025	.025	(I) (UP) (J) (65)	Florence Citizen, Inc. Milton H. Booth, Pres.	Milton Booth	Ucinda Erwin	Milton H. Booth M. M. Booth (cm)		Neil O. McKim
FORT COLLINS 11,489	Express-Courier (e) 4,220x	.04	.04	(I-R) (AP) (†) (116)	Ft. Collins Pub. Co. Alfred G. Hill, Pres.	Alfred G. Hill E. A. Hancock (news-ed)	James R. Miller Vic Cornelison (sp)	O. B. Seyster (bm) Lowell Peasley (cm)	Ormond P. Hill Kathryn Fuller (cl)	T. L. Hopgood
	Sunday edition (S) 4,273x	.04	....							
FORT MORGAN 4,423	Times (e) 2,160	.03	.025	(R) (AP) (J) (40)	R. B. Spencer	R. B. Spencer Ralph Johnston	Ralph Spencer Robert W. Spencer (sp)	R. B. Spencer P. C. Trumbo (bm) R. B. Spencer (cm)	Robert W. Spencer	P. P. Whipple
GRAND JUNCTION 10,495	Sentinel (e) 6,331	.04	.036	(D) (AP) (J) (116)	Sentinel Ptg. & Pub. Co. Walter Walker	Walter Walker	Frank H. Reeds Noland Norgaard (sp). Walter Walker (Su)	Walter Walker J. H. Dodson (cm)	W. A. Williamson	F. A. Hoisington W. A. Williamson (j)
	Sunday edition (S) 6,371	.04	....							
GREELEY 12,141	Tribune (m) 3,048x	....	....	(I-R) (AP) (J) (65)	Tribune-Republican Pub. Co. Charles Hansen, Pres.	Floyd E. Merrill Chas. Hansen	Floyd E. Merrill Chas. Mulford (sb)	Chas. Hansen Jerome V. Bunker (bm). Grace Wallace (cm)	F. P. Matthews Mildred Shields (cl)	I. L. Page
	Tribune (e) 4,070x	....	....							
	Combined daily (me) 7,118x	.04	.032							
LA JUNTA 7,193	Democrat (e) 1,300	.021	.018	(D) UP) (J) (none)	La Junta Democrat Pub. Co. James B. Pearce, Pres.	James B. Pearce	James A. Sevitz	James B. Pearce	Fred C. Betry	I. B. Johnson
LAMAR 4,233	News (e) 2,503	.03	.025	(I) (UP) (†) (J) (none)	Bets Pub. Co., Inc. Fred M. Betz, Pres.	Fred M. Betz	Irene Bohl Paul Clark (sp)	A. Boon McCallum (bm) O. L. Shade (cm)	R. W. Dryden A. Boom McCallum (n). G. Speckmann (cl)	M. C. Stevens T. R. Parr (j)
	Sparks (m) (new daily)	.03	....	(94-134-136)		Lee Meadows		C. E. McKnight		C. B. Wiley
	Sunday edition (S)	.03	....							
LEADVILLE 3,771	Herald-Democrat (e) 2,871	.021	.018	(AP) (J) (7)	Leadville Pub. & Ptg. Co. H. C. Butler, Pres.	H. C. Butler (me)				L. H. Shepherd Edward Larsh (j)

(*Continued on page 26*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

COLORADO (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LONGMONT	Times-Call									
6,029	(e) 3,010	.035	....	(I) (UP, AP) (J) (65)	Times-Call Pub. Co.	Ray Lanyon	Bernard Faller Robert Blum (sp)	Ray Lanyon	Ray Lanyon	Otis Moore
LOVELAND	Reporter-Herald									
5,506	(e) 1,976	.025	.025	(I) (UP) (J) (40)	R. J. Ball & R. L. Etter, Jr.	R. J. Ball	Astrid Berg Merritt Lewis (sp)	R. L. Etter, Jr. (bm) Mary Beckwith (cm)	R. L. Etter, Jr. Mrs. R. W. Tesch (cl)	George C. Daniels
MONTROSE	Press									
2,506	(e) 3,125	.03	.03	(R) (UP) (J) (40)	C. E. Adams	C. E. Adams	M. F. Wilcox J. M. Addington (sp)	C. E. Adams J. M. Addington (cm)	E. L. Milner	H. L. Phillips E. L. Milner (j)
PUEBLO	Chieftain									
50,096	(m) 10,407	.05	.043	(I) (AP, UP) (†) (7)	Chieftain Pub. Co. George H. Sweeney, Pres.	George H. Sweeney Howard M. Miller	Edward Kelley George Newton (sp)	George H. Sweeney G. G. Withers (bm) Luther McClung (cm)	Louis M. Mathis Robert L. Carlile (n) Donald Davis (cl)	Gus Bartels
	Sunday edition									
	(S) 11,544	.05	....							
	Star-Journal									
	(e) 12,255	.05	.05	(I) (AP, UP, INS) (mer) (†) (88)	Star-Journal Pub. Corp. Frank S. Hoag, Pres.	Frank S. Hoag (me)	Ralph Taylor Eddie Orasum (sp)	Frank S. Hoag Keith Chick (bm) D. F. Steele (cm)	M. D. Townsend Paul Binko (cl)	Chester Fields
	Sunday edition									
	(S) 12,785	.05	....							
STERLING	Advocate									
7,195	(e) 6,158	.04	.036	(I) (AP, UP) (J) (68)	Advocate Pub. Co. J. J. Woodring, Pres.	A. M. Biggerstaff J. J. Woodring	Geo. Bowman	J. J. Woodring Lee Swedlund (cm)	L. R. Pfleiderer Doris Fisher (cl)	C. E. Hayne O. F. Pierson (j)
TRINIDAD	Chronicle-News									
11,732	(e) 3,807	.04	.03	(I) (AP, UP) (J) (141)	R. E. McClung	F. E. Winsor	F. E. Winsor John M. O'Connor (sp) F. E. Winsor (Su)	R. E. McClung Joe G. Wheeler (bm) C. V. Eales (cm)	Joe G. Wheeler Florine Ward (cl)	H. A. Morgan T. R. Barnett (j)
	Sunday edition									
	(S) 3,807	.04	.....							

CONNECTICUT

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ANSONIA	Sentinel									
19,898	(e) 7,343	.05	.05	(I-R) (AP) (J) (68)	Emerson Bros. H. F. Emerson, Pres.	E. G. Hill	C. J. Asemus	H. F. Emerson	L. L. Desaulniers	H. F. Emerson H. M. McCready (j)
BRIDGEPORT	Herald									
146,716	(S) 68,505	.15	....	(I) (UP) (none)	Bridgeport Herald Corp. Leigh Danenberg	Leigh Danenberg William Rice	Francis Wooding A. W. Granger (sp)	W. G. Davis (bm) Henry Rasen (cm)	C. B. Kingston S. L. Oswald (n) L. Korchet (cl)	Arthur Coley
	(Note Rate given for all editions; rate for city edition, national, 10c. per line.)									
	Telegram									
	(m) 15,609	....	....	(I) (AP,INS) (mer) (†) (55)	Post Pub. Co. Edward Flicker, Pres.	George C. Waldo Howard R. Bangs		Edward Flicker Kenneth L. Butler(cm)	Donald Leonard R. F. Kiehl (cl)	
	Post									
	(e) 29,410	....	....							
	Combined daily									
	(me) 45,010	.15	.13							
	Sunday edition									
	(S) 24,047	.10	....							
	Times-Star									
	(e) 25,878	.08	.065	(I) (AP,UP) (32-10)	Times-Star Co. Henry D. Bradley, Pres.	J. L. McGovern	Dan McNamara Jack O'Brien (sp)	Henry D. Bradley W. H. Shelton (cm)	W. J. Montague Frank J. Buckley (n) A. H. Todd (cl)	Wm. Jephcote
BRISTOL	Press									
28,451	(e) 5,184	.03	....	(I-R) (AP) (J) (60)	Bristol Press Pub. Co. Arthur S. Barnes, Pres.	Arthur S. Barnes	Thomas A. Tracy	Arthur S. Barnes Fred K. Swales (cm)	Arthur S. Barnes Fred K. Swales (cl)	E. Gordon Stocks (j)
DANBURY	News									
22,261	(e) 6,805	.03	.03	(I) (AP) (none)	Danbury News Pub. Co. Frederick B. Dalton, Pub.	W. E. Bulkeley		Frederick B. Dalton		
	Times									
	(e) 6,995	.03	.021	(I) (UP) (60)	Charles F. Stevens	Frank P. Rollins	Frank P. Rollins Witmer Eberle (sp)	Charles F. Stevens Frank S. Stevens (cm)	Charles F. Stevens L. E. Paltrowits (n) Lorin H. Reid (cl)	Wm. J. Stevens
HARTFORD	Courant									
164,072	(m) 39,675x	.10	.08	(R) (AP) (*S) (mer) (†) (55)	Hartford Courant Co. Henry H. Conland, Pres.	Maurice S. Sherman George B. Armstead	John R. Reitemeyer Albert W. Keane (sp) H. Viggo Andersen (Su)	Henry H. Conland(bm) P. F. Vietz (cm)	Joseph W. Thurston Joseph H. Murray (cl)	Fred Salzer
	Sunday edition									
	(S) 61,366x	.15	....							
	Times									
	(e) 59,099x	.15	.10	(I-D) (AP,UP,CP) (†) (J) (E) (88)	John F. Rolfe, Pub. Hartford Times, Inc Frank E. Gannett, Pres.	C. C. Hemenway Ward E. Duffy	Albert I. Prince Arthur B. McGinley(sp)	John F. Rolfe John F. Rolfe (bm) Francis S. Murphy(bm) Norman C. Johnson(cm)	Francis S. Murphy Rupert C. Wardner (n) Paul H. Fichtner (cl)	E. F. Linke
MANCHESTER	Herald									
21,973	(e) 4,979	.035	.035	(R) (AP) (†) (92)	Herald Ptg. Co. Thomas Ferguson, Pub.	Thomas Ferguson	Ronald H. Ferguson	Thomas Ferguson Leon Thorp (cm)	Leon Thorp	
MERIDEN	Journal									
38,481	(e) 7,652	.035	....	(I) (AP) (92)	Journal Pub. Co. F. E. Sands, Pres.	F. E. Sands Walter Allen	James Moran Phil Doherty (sp)	C. H. Tryon (bm) Thomas J. Moroney (cm)	S. H. Wendover C. H. Tryon (n)	E. Woollen
	Record									
	(m) 8,796	.035	.035	(I-R) (AP) (55)	Republican Pub. Co. E. E. Smith, Pub. T. H. Warnock, Pres.	T. H. Warnock Julia L. Hull	Hugh Lee H. A. Kuschinski (sp)	Wayne C. Smith (bm) A. E. Owen (cm)	Wayne C. Smith Warren Hunt (cl)	Chris. Glassnap
MIDDLETOWN	Press									
24,554	(e) 8,479x	.045	....	(I) (INS) (92)	Elmer S. Hubbell, Pub.					
NAUGATUCK	News									
14,315	(e) 5,338	.05	....	(I) (UP) (60)		C. J. Baxter		E. J. Abern (bm) Dan Whalen (cm)	J. F. Smith	George Kelly
NEW BRITAIN	Record									
68,128	(e) 12,566	.05	.04	(R) (INS) (J) (60)	New Britain Record Co. M. A. Doyle, Pres.	Howard A. Timbrell Walter J. Doyle	Gene Clerkin Joseph Sexton (sp)	Walter J. Doyle John W. Lockett (bm) William Cooper (cm)	G. J. Lawlor J. W. Lockett (n) William Cooper (cl)	J. A. Kinkade
	Herald									
	(e) 13,850x	.07	.055	(I) (AP,UP) (†) (4-103)	Herald Pub. Co. Johnstone Vance, Pub.	Johnstone Vance	A. E. McEvoy Gerald Crean (sp)	T. F. Jackson (bm) E. A. Griswold (cm)	M. J. Smith L. R. Bolger (cl)	George Lawson
NEW HAVEN	Journal-Courier									
162,655	(m) 19,653x	.07	.06	(I) (AP) (92)	Everett B. Harvey Carrington Pub. Co. L. H. English, Pres.	Norris G. Osborn Arthur J. Sloane	Thomas F. King Karl Dalquist (sp)	Everett B. Harvey Arthur Ericson (bm) J. L. Connelly (cm)	M. H. Wren E. B. Harvey (n) John Yaeger (cl)	
	Register									
	(e) 60,074	.15	....	(I) (AP) (92)	John Day Jackson	John Day Jackson Roger A. Connolly	Stanley J. Carroll Daniel F. Mulvey (sp) M. B. Mahannah (Su)	W. H. Culhum (Asst. to Pub.) Walter B. Mills (cm)	George R. Gould (Adv. dir) Ralph H. Watts (n) Leon B. Robinson (cl)	Walter F. Walsh
	Sunday edition									
	(S) 60,074	.15	....							
	Times									
	(e) 12,291x	.07	.042	(I) (UP,INS) (7)	Times Co. U. S. G. Welsh, Pub.	Robert C. Wilson	William Clark Robert C. Wilson (sp)	U. S. G. Welsh A. J. Carnevale (cm)	U. S. G. Welsh Earl Ostergoudt (cl)	
NEW LONDON	Day									
29,640	(e) 14,410x	.10	....	(I-R) (AP) (55)	Day Pub. Co. Theodore Bodenwein, Pres.	Geo. E. Clapp (me)	Alfred Ligourie John J. De Gange (sp)	Orvin G. Andrews		
	Globe									
	(e) 2,780	....	....	(28)		S. T. Adams				
NORWALK	Hour									
36,019	(e) 7,847	.045	.05	(I) (AP) (38)	Hour Pub. Co. Edward J. Thomas, Pres.	Edward J. Thomas Sidney Bedient		Edward J. Thomas	Charles E. Kellogg Anna H. Backus (n)	
NORWICH	Bulletin									
32,439	(m) 14,178	....	....							
	Record									
	(e) 4,918	....	....	(I) (R) (AP) (J) (none)	Bulletin Co. Charles D. Noyes, Pres.	Harvey M. Briggs	Chas. F. Whitney (m) John Moulton (e) Myles E. Standish (sp-m) James V. Pedace (sp-e) Harvey M. Briggs (Su)	William H. Oat Stephen P. Coffey (cm)	William H. Oat	Herbert M. Booth R. G. Pardy (j)
	Combined daily									
	(me) 19,096	.07	.07							
SO. NORWALK (See Norwalk)	Sentinel									
	(e) 6,126	....	....	(I) (UP) (†) (92)	W. P. Milligan, Pub. Leigh Danenberg, Pres.	Leigh Danenberg LeRoy D. Downs	Cecil Bridge (sp)	W. P. Milligan (bm) Arthur Nicholas (cm)	Elton Snell Meta Taylor (n) Helen Merritt (cl)	Arthur Coley
STAMFORD	Advocate									
55,765	(e) 12,614	....	....	(R) (AP) (J) (92)	Gillespie Bros., Inc. R. H. Gillespie, Pub.	R. H. Gillespie Paul Lockwood	M. T. Kane T. C. Dodd (sp)	R. H. Gillespie H. C. McKeon (cm)	E. W. Davis F. Borg (cl)	S. W. Gillespie
TORRINGTON	Register									
2,6040	(e) 6,647	.035	.03	(I-R) (AP) (J) (92)	Torrington Ptg. Co. E. H. Hotchkiss, Pres.	George W. Peterson John H. Thompson	H. W. Knickerbocker W. Gisselbrecht (sp)	Geroge W. Peterson James W. Peterson (bm)	James W. Peterson Annie Bilodeau (n) Louise Hornfischer (cl)	James W. Peterson

(*Continued on page 28*)

BRIDGEPORT is the INDUSTRIAL CAPITAL of CONNECTICUT

BRIDGEPORT

$81,191,741.00

Total Net Sales as released by Federal Distribution of 1930

POST-TELEGRAM 92% COVERAGE

Concentrate!

..... in Bridgeport's Leading Newspapers

Reader confidence of these newspapers has developed an unsurpassed dealer influence. *No phantom circulation.* Not one dollar spent for circulation secured by premiums — no contests — no rural scatteration.

Diversified industries totalling more than three hundred, many of which are nationally known employ over thirty thousand people.

The buying of all commodities is influenced to a greater extent by these newspapers than *any other advertising medium circulating in this territory.* Ninety-eight per cent of Post-Telegram readers live within a radius of thirteen miles of the city proper.

Make Bridgeport your test market at fifteen cents an agate line. Route lists of all retail outlets, distribution of display material, monthly Retail Trade Publication, and other general merchandise co-operation to manufacturers, sales representatives and advertising agencies.

Market Analysis

	Fairfield County	Bridgeport
Population 1930	386,702	146,716
Passenger Cars	77,793	20,883
Total Net Sales	$253,903,000	$81,191,741.00
Food	(cents in every retail dollar)	28.16
Clothing	" " " " "	20.89
Automobiles	" " " " "	19.63
Drugs	" " " " "	2.70

1ST IN BRIDGEPORT

News - Advertising - Circulation

13 MILE TRADING AREA

"Plus Signs" 1932

Write Market Research Department of these newspapers and learn the many reasons why wealthy Fairfield County and the Bridgeport Market offer exceptional merchandising opportunities; also why it is good business to advertise in the Post and Telegram any month of 1932.

Current information, answering questions about what is going on at the moment pertaining to industrial output, people employed, retail sales volume, etc. *Ninety-two* of every one hundred homes in Greater Bridgeport *subscribe* to the Post or Telegram daily. *Consider the Results!*

MORNING-EVENING-SUNDAY

THE BRIDGEPORT POST-TELEGRAM

Member of —— ADVERTISING FEDERATION OF AMERICA

Member of —— MAJOR MARKET NEWSPAPERS, INC.

GILMAN, NICOLL AND RUTHMAN, Advertising Representatives. NEW YORK - CHICAGO - BOSTON - DETROIT - SAN FRANCISCO

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CONNECTICUT (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WATERBURY 99,902	Democrat (e) 10,540	.045	.05	(I-D) (UP) (J) (92)	Waterbury Democrat, Inc. E. Vincent Maloney, Pres.	E. Vincent Maloney	Martin Scully John Cluney (sp)	E. Vincent Maloney John A. Hayden (bm) Peter B. Lynch (cm)	James Pronovost Henry Dowling (n) Lawrence Kenny (cl)	Henry White (j)
	Republican (m) 12,232	....	....	(I-R) (AP) (*S) (†) (55)	American-Republican, Inc. William J. Pape, Pres-Pub.	E. Robert Stevenson G. V. Carruth (me-m) B. G. Getsinger (me-e)	William Slator (m) Raymond Fanning (e) W. P. O'Donnell (sp-m) John J. Kelley (sp-e) William Vosburgh (Su)	James H. Darcey (bm) Joseph C. Rowett (cm)	Rudolph M. Hennick Erwin J. Frey (n) Thom W. Corby (cl)	Eric Pape
	American (e) 13,830	....	....							
	Combined daily (me) 26,071	.09	.09							
	Sunday edition (S) 19,003	.09	....							
WILLIMANTIC 12,102	Chronicle (e) 3,250	.025	....	(I) (AP,UP) (J) (92)	Chronicle Ptg. Co. H. N. Bullard, Pres.	R. W. Downer J. J. Keefe	R. W. Downer C. Curran (sp)	H. N. Bullard	H. N. Bullard Mrs. E. Bruser (cl)	John Pickett
WINSTED 7,883	Citizen (e) 2,189	.02	.017	(I) (INS) (J) (103-4)	Citizen Ptg. Co. D. L. Vaill, Pres.	T. A. Haggerty L. T. Stone		L. T. Stone	L. T. Stone	John van A. Duyse W. Simmers

DELAWARE

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
WILMINGTON 106,597	Delmarva Star (S) 13,455	.05	....	(I) (UP,CP) (*S) (J) (64)	Star Pub. Co. J. H. Martin, Pres. & Pub.	Joseph H. Martin	Geo. E. Whitenack Alexander Abrams (sp)	Joseph H. Martin L. M. Wickersham (bm) James A. Powers (cm)	John E. Blackson L. M. Wickersham (n) Mrs. L. G. O'Connor (cl)	W. Eliason
	Every Evening (e) 17,554	.08	....	(I-D) (AP) (†) (17-104)	Every Evening Co. Wm. F. Metten, Pub. & Pres.	A. O. H. Grier		Wm. F. Metten (gm-bm) H. O. Kolmorgan (cm)		
	Evening Journal (e) 26,160	.08	.06	(R) (AP) † (135)	News-Journal Co. Robert H. Richards, Pres.	George Carter	Clement B. Hallam Benj. Greenstein (sp)	Clarence J. Pyle (gm-bm) R. Sturman (cm)	A. L. Ingram A. D. Davidson (n) B. T. Brown (cl)	R. M. Megginson
	Morning News (m) 10,168	.05	.04	(R) (AP) (†) (135)	News-Journal Co. Robert H. Richards, Pres.	Albert W. Cummins Chas. E. Gray	John A. Maue John J. Brady (sp)	Clarence J. Pyle (gm-bm) R. Sturman (cm)	A. L. Ingram A. D. Davidson (n) B. T. Brown (cl)	R. M. Megginson
	Journal & News Combination (me) 36,328	.10	.06							

DISTRICT OF COLUMBIA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
WASHINGTON 486,869	Herald (m) 73,923	.15	.08	(I) (UP,US) (†) (E) (14)	Washington Times Co. E. F. Jewell (act-pub.) W. J. Lambert, Pres.	Mrs. Eleanor Patterson Royal Daniel, Jr	Edw. Bratburd Bryan Morse (sp) Sanford Jarrell (Su)	E. F. Jewell (bm) W. C. Shelton (cm)	W. F. Robie (Loc.-Su) A. R. R. Onyun (n) P. W. Perkinson (cl)	
	Sunday edition (S) 133,500	.28	.10							
	News (e) 68,830	.20	.09	(I) (UP) (†) (128)	Scripps-Howard Newspapers	Lowell Mellett Ralph D. Palmer	Alfred Rock Richard Moore (sp)	Nelson P. Poynter (bm) A. D. Wallace (cm)	Chas. L. Nicholson Basil J. Kelly (n) John Smith (cl)	C. C. Cox
	Post (m) 66,743	.21	.12	(R) (AP,UP) (*S) (†) (mer) (12)	Washington Post Co. Edward B. McLean, Pres. & Pub.	Ira E. Bennett Aubrey Taylor	Don Reed Shirley Povich (sp) Nelson B. Bell (Su)	Arthur D. Marks (bm) W. D. Miller (cm)	Ernest S. Johnston W. A. Brothers (n) E. L. Flynn (cl)	A. Q. Ellington
	Sunday edition (S) 78,112	.21	....							
	Star (e) 108,680	.25	.16	(I) (AP,CP) (*S) (24-83)	Evening Star Newspaper Co. Frank B. Noyes, Pres. & P.	Theodore W. Noyes Oliver O. Kuhn	Herbert F. Corn. Denman Thompson (sp) C. E. Nelson (Su)	Fleming Newbold Wm. Galt (cm)	Leroy W. Herron Neville Miller (cl)	Charles H. Ruth
	Sunday edition (S) 117,135	.25	....							
	Times (e) 100,136	.22	.145	(I) (INS) (†) (E) (14)	Washington Times Co. E. F. Jewell (act-pub.) W. J. Lambert, Pres.	Arthur Brisbane J. J. Fitzpatrick	D. E. O'Connell K. C. Miller (sp)	E. F. Jewell (bm) W. C. Shelton (cm)	T. Cleare (loc.) A. R. R. Onyun (n) P. W. Perkinson (cl)	
	United States Daily (m) 40,058	.25	....	(I) (J) (81-131a)	United States Daily Pub. Co. David Lawrence, Pres.	C. G. Marshall		J. E. Rice R. D. Chase (cm)	Victor Whitlock	M. Olmen T. N. Finch

FLORIDA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
BARTOW 5,269	Polk County Record (e) 1,725	.029	.029	(D) (AP) (J) (52)	Mrs. J. G. Gallemore and Roy T. Gallemore	Roy T. Gallemore George H. Clements (Asso.)		Cleone Frazier (cm)	W. N. Space	
BRADENTON 5,986	Herald (e) 3,214	.04	.039	(D) (AP) (J) (52)	Bradenton Herald Co. A. H. Chapman, Pres. & Pub.	I. F. Cates	Lester Finney Breck Cheshire (sp)	A. H. Chapman H. T. Cooper (cm)	P. M. Derrick P. Roesch (n) Walden Housman (cl)	C. A. Brasch J. A. Terrell (j)
	Sunday edition (S) 3,214	.04	.039							
CLEARWATER 7,610	Sun (e) 3,010	.035	.035	(D) (AP) (52)	Victor H. Morgan	Victor H. Morgan Wayne Oliver	James Clendenin	Victor H. Morgan Francis Hughey (cm)	W. Paul Harris	Curtis Gore
	Sunday edition (S) 3,010	.035	.035							
COCONUT GROVE 1,400	Examiner (e) 3,100	.015	.015	(D) (UP) (38)	Frank Jones	Frank Jones	Wm. M. Johns	C. E. Jones W. B. Jones (cm)	Howard Clark	R. H. Stevens
DAYTONA BEACH 17,744	News-Journal (e) 4,712	.055	.05	(I) (AP) (52)	News-Journal Corp. Julius Davidson, Pres.	Herbert M. Davidson	Paul Ellis Lawton Carver (sp)	Julius Davidson Maurice Seed (cm)	W. E. Burkley Mrs. Mae Frellson (cl)	Stewart Beckett
	Sunday edition (S) 5,011	.055	.05							
	Sun-Record (e) 3,060	.04	.03	(I) (UP) (7)	Sun-Record Co. Robert H. Gore, Pub.	J. Rodgers Gore	C. A. Arimond G. W. Kennon (sp)	Ray W. Parsons (bm) F. W. Karl (cm)	D. Y. Knight R. L. Earl (cl)	C. C. Hill
DELAND 5,246	Sun-News (e) 3,627	.04	....	(I) (UP) (7)	Robert H. Gore, Pres.	Hector H. Elwell Stanley Culp	Stanley Culp (sp)	J. E. Pollard Monso Tatum (cm)	R. S. Miller Evelyn Marsh (cl)	F. Inman
FORT LAUDERDALE 13,000	News (e) 4,201	.04	.03	(I-D) (AP) (J) (7)	Robert H. Gore, Pres.	August Burghard	R. G. Hetzler Chas. Drake (sp)	J. W. Dickey (bm)	Harry A. Brown L. Tyler (cl)	F. W. Pyles
FT. MYERS 9,082	News-Press (m) 4,089	.04	.04	(D) (AP,UP) (J) (38)	News-Press Pub. Co. Barron Collier, Pres.	Carl Hanton Blaine McGrath	N. L. Lavigne (ce-sp)	Carl Hanton J. M. Trolan (bm) Whit Ansley (cm)	J. A. Ansley Chesley Perry (cl)	H. M. Leyland Lucian Lucas (j)
	Sunday edition (S) 4,089	.04	.04							
FT. PIERCE 4,803 (Summer) 8,000 (Winter, est.)	News-Tribune (e) 2,392	.035	.035	(I) (AP) (J) (52)	News Ptg. Co. Paul G. Enns, Pres.	H. B. Moore (me)	C. S. Miley H. J. Schultz (sp)	Paul G. Enns (bm) Al. Wilson (cm)	H. C. Enns	F. M. Cooper J. C. Stoddard (j)
	Sunday edition (S) 2,895	.035	.035							
GAINESVILLE 10,535	New (e) 2,242	.025	.025	(D) (INS) (J) (103-4)	McCreary Pub. Co.	Elmer W. McCreary	F. P. Davis	E. W. McCreary (bm) F. P. Davis (cm)	F. P. Davis	E. R. Jackson P. E. Green (j)
	Sun (m) 3,020	.03	.025	(D) (AP) (J) (52)	W. M. Pepper	Harry Brown	Carey Thomas	Harry Brown L. M. Shannon (cm)	Joe P. Brown	R. B. Beard G. W. Welch (j)
	Sunday edition (S) 3,250	.035	.025							
HIALEAH 3,200	Examiner (e) New Daily	.04	....	(38)	Frank Jones	Frank Jones		C. E. Jones (bm) W. B. Jones (cm)	P. B. Spofford (n)	F. L. Krummel
JACKSONVILLE 129,682	Florida Times-Union (m) 49,458	.13	.13	(I-D) (AP,UP) (†) (E) (118)	Florida Pub. Co.	W. M. Ball P. M. Ball	Chas. Carmichael Sam Butz (sp)	W. A. Elliott (bm) F. L. Hafer (cm)	J. M. Elliott (n)	
	Sunday edition (S) 56,409	.16	.16							
	Journal (e) 31,355	.10	.10	(D) (AP) (E) (68)	Metropolis Co. John H. Perry, Pres.	Gold V. Sanders Harold Cohn	Boyce Taylor Walter Lynch (sp)	W. N. Perry Fred M. Grim (cm)	John Othen F. P. Beddow (n) C. W. Yeager (cl)	Robert Dow
KEY WEST 12,831	Citizen (e) 2,017	.03	.0225	(D) (AP) (J) (none)	L. P. Artman	T. J. Bryson L. P. Artman		L. P. Artman T. E. Milmore (bm) Joe Allen (cm)	T. E. Milmore	C. P. Curry
	Sunday Star (S)	.03	....							

(*Continued on page 30*)

THE steady and consistent growth of The Star — Evening and Sunday — indicates the constantly increasing importance of the Washington Market and the surety of its coverage by *this one newspaper.* The circulation record for the past five years shows an increase of more than 15,000 Evening and Sunday over the five-year period and nearly 5,000 increase in 1931 over 1930—Evening and Sunday.

Here is the record for the last five years:

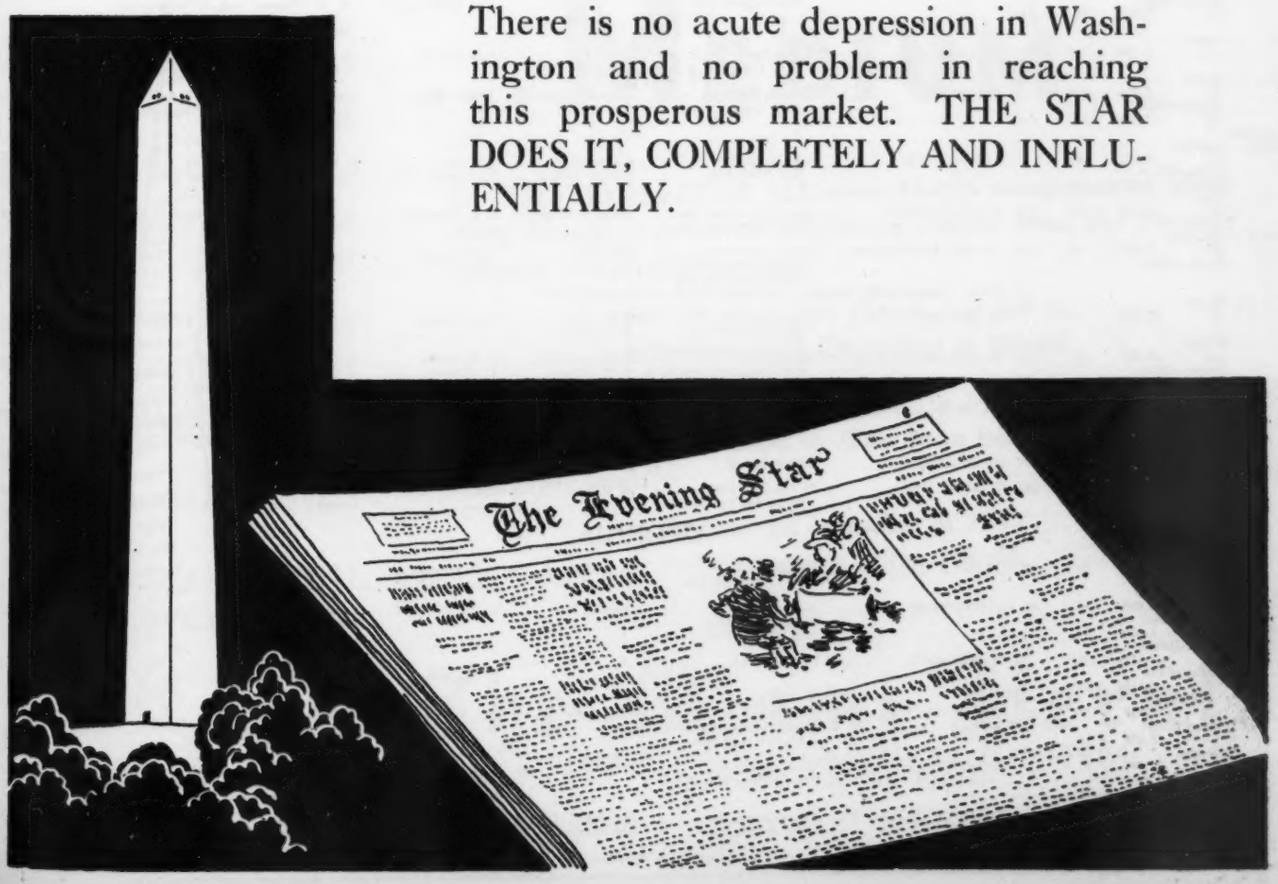
	Daily	Sunday
1931	114,881	123,319
1930	110,391	118,188
1929	108,201	114,528
1928	103,595	109,777
1927	99,776	108,185

Of this circulation 97% Evening and 96% Sunday is *confined strictly to the Washington Market,* comprising the National Capital and the 25-mile shopping radius into Maryland and Virginia.

There is no acute depression in Washington and no problem in reaching this prosperous market. THE STAR DOES IT, COMPLETELY AND INFLUENTIALLY.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.



CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

FLORIDA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LAKELAND	Ledger & Star-Telegram									
18,554	(e) 7,015x	.05	.05	(I) (AP) (18)	Ledger Pub. Co.	S. H. Farabee	S. H. Farabee	Jay C. Smith	Dewey M. Murphy	A. J. Trueblood
	Sunday edition				Sam H. Farabee	E. P. Thomas	Kendell Tolle (sp)	A. W. Smith (cm)	R. B. Floyd (cl)	
	(S) 7,340x	.05	.05							
LAKE WORTH	Leader									
5,940	(e) 1,354	.04	....	(D) (J) (38)	W. M. Stafford	W. M. Stafford	.....	.....	.....	.....
MIAMI	Herald									
125,428	(m) 38,886	.11	.11	(I-D) (AP,UP,US) (mer) (†)	Miami Herald Pub. Co.	Frank B. Stoneman	John D. Pennekamp	Geo. V. Harper, Asst. to Pub.	Nuel N. Songer	Wm. B. Sandlin
	Sunday edition			(88-75)	Frank B. Shutts, Pres-Pub.	Ellis C. Hollums	John A. Bell (sp)	W. Henry Blinn (bm)	Charles A. Sargent (n)	
	(S) 38,909	.12	.12					J. L. Barksdale, Jr.(cm)	Edward A. Walther (cl)	
	News									
—	(e) 30,644	.11	.11	(D) (AP,INS,UP,CP,NYHT)	James M. Cox, Pres.	T. T. Felt, Asso. Ed.	Henry Frampton	D. J. Mahoney	J. E. Junkin, Jr.	Wm. Ordway
	Sunday edition			(*S) (E) (74-124)	R. A. Reeder, Pub.	Hal I. Leyshon	Frank Godwin (sp)	Joe Wachtel (cm)	Elsie Gullander (n)	
	(S) 27,564	.11	.11				Ben Prout (Su)	.....	Ralph Sherer (cl)	
NEW SMYRNA	New									
4,149	(e) 2,283	.03	....	(D) (AP) (J) (52)	H. L. Rood	H. L. Rood	.....	.....	.....	.....
OCALA	Banner									
7,281	(m) 2,152	.029	....	(D) (UP) (J) (28)	Frank Harris, Jr.	Harris Powers	Harris Powers	Frank Harris, Jr. (bm)	Charles A. Cook	Homer Shafer
	Sunday edition							Chas. Rogers, Jr. (cm)	.....	T. B. Barnes (j)
	(S) 2,152	.029	....							
	Star									
	(e) 2,349	.025	.025	(D) (AP) (J) (52)	Star Pub. Co.	R. N. Dosh	J. W. Rabb	H. D. Leavengood	C. A. Chapin	L. S. McDowell (j)
					H. D. Leavengood, Pub.			C. T. Chapin	H. D. Leavengood (n)	
					H. J. Bittinger, Pres.					
ORLANDO	News									
27,330	(m) 2,385	.045	....	(28)	.....	A. M. Hall	.....	.....	K. C. Smith (n)	E. Anderson
						Josiah Ferris, Jr.				
	Reporter-Star									
	(e) 5,794x	....	....							
	Sentinel									
	(m) 5,913x	....	....							
	Total Daily									
	(me) 11,707x	.10	.09	(D) (AP,INS,UP) (mer) (52)	Orlando Newspapers, Inc.	J. C. Brossier (e)	Don Legg (sp-e)	Martin Andersen	Frank T. Hastings	T. G. Corneilson
	Sunday edition				Martin Andersen, Pres. & P.	Dick McMurray (me-e)	Louis Andersen (sp-e)	R. B. Brossier (bm)	S. W. Calkins (n)	
	(S) 10,601x	.10	.09			Cy Meanor (me-m)	.....	J. L. Hagood (cm)	G. W. Newhart (cl)	
PALATKA	News									
6,397	(e) 3,543	.04	.03	(I-D) (AP) (J) (52)	Palatka Pub. Co.	H. D. Harkreader	A. Bev. Baker	H. D. Harkreader	A. B. Codrington	M. M. Vickers
					M. M. Vickers, Pres.			A. B. Baker (bm)	Mrs. J. E. Baker (cl)	
								J. P. Lamon (cm)		
PALM BEACH	News									
1,707 (Summer)	(m) 3,127	.075	....	(I) (UP) (J) (E) (55A)	O. G. Davies	Ruby Edna Pierce	.....	Ruby Edna Pierce (bm)	.....	J. I. Darden
6,400 (Winter, est.)	Sunday edition							P. F. Schroers (cm)		
	(S) 3,127	.075	....							
				(Note — Seasonal paper, published Dec. 20 to March 31.)						
PENSACOLA	Journal									
31,579	(m) 8,741x	....	....							
	News									
	(e) 7,316x	....	....							
	Total Daily									
	(me) 16,057x	.09	.09	(D) (AP) (68)	News-Journal Co.	Leland G. Swarts	.....	Charles A. Mayes	Hal D. Hill	Henry Chairsell, Jr.
	Sunday edition				John H. Perry, Pres. & Pub.	Frank Pericola	.....	Ray Friedrichsen (cm)	V. Fillingim (n)	
	(S) 10,708x	.09	.09			Don Hogan (me-e)	.....	.....	J. Johnson (cl)	
ST. AUGUSTINE	Record									
12,111 (Summer)	(e) 3,216	.04	....	(D) (AP) (J) (52)	Record Co.	Herbert Felkel	Nina Hawkins	Herbert Felkel	W. P. Arnold	J. R. Poland
22,500 (Winter)	Sunday edition				Scott M. Laftin, Pres.		Peter Stewart (sp)	G. H. McEwen (bm)		
	(S) 3,216	.04	....					R. D. Hill (cm)		
ST. PETERSBURG	Independent									
40,425 (Summer)	(e) 8,461	.065	.051	(I-D) (AP) (mer) (28)	Evening Independent, Inc.	Lew B. Brown	F. W. Westlake	L. C. Brown	R. D. Peterson	J. H. Livingston
100,000 (Winter, est.)					L. C. Brown, Pres.	A. R. Dunlap	G. C. Moshier (sp)	A. M. Wing (bm)	L. C. Brown (n)	
								O. L. Richmond (cm)	R. E. Goodale (cl)	
	Times									
	(m) 10,213	.065	.056	(I-D) (AP) (mer) (141)	Times Pub. Co.	W. L. Straub	T. Harris	C. C. Carr	C. C. Carr	Charles E. Morgan
	Sunday edition				Paul Poynter, Pres. & Pub.		Pete Norton (sp)	W. W. Ottaway, Asst. Mgr.	E. O. Johns (n)	
	(S) 12,027	.06	.056						J. W. Plaskett (cl)	
								Max D. Ulrich (cm)		
SANFORD	Herald									
10,018	(e) 2,288	.035	.035	(I) (AP) (J) (52)	Herald Ptg. Co.	R. L. Dean	Peter Schaal	R. L. Dean	A. W. Laing	C. A. Haines
					R. L. Dean, Pres. & Pub.	W. Gordon Dean	.....	J. C. Mitchell (cm)	Margaret Peters (n-cl)	
SARASOTA	Herald									
8,398	(e) 2,276	.035	....	(I) (AP) (141)	Sarasota Herald Co.	George D. Lindsay	William Cole	Geo. D. Lindsay	R. E. Lindsay (n)	Charles Greene
	Sunday edition				D. B. Lindsay, Pres.	E. E. Naugle	.....	R. E. Lindsay (bm)	W. S. Dosier (cl)	
	(S) 2,445	.035	....					John Brownell (cm)		
SEBRING (including AVON PARK)	American									
12,700	(e) 2,132	.04	....	(I) (AP) (J) (52)	West Florida Pub. Co., Inc.	Rod Arkell	C. Walter	F. M. Arkell	F. M. Arkell	Harold Jordon
	Sunday edition				Rod Arkell, Pres.	Hayden Williams	Wm. Mackey (sp)	Ed. Walter (cm)	Wm. Arkell (n-cl)	F. M. Arkell (j)
	(S) 2,132	.04	....							
STUART	News									
2,004	(e) 1,378	.035	.035	(I) (AP) (J) (103-4)	Stuart Daily News, Inc.	Edwin A. Menninger	E. A. Menninger	E. A. Menninger	Charles H. Rue	W. G. Spence
					P. U. Menninger, Pres.			Charles H. Rue (cm)	E. A. Menninger (n)	
TALLAHASSEE	Democrat									
10,700	(e) 5,807	.04	.03	(D) (AP) (J) (38-See Note)	Capitol City Pub. Co.	Sam Ellis	DeWitt Lamb	Joseph Cawthon (bm)	M. C. Watts	Wm. Perkins
	Sunday edition				Lloyd C. Griscom, Pub.	.....	Coleman Dixon (sp)	Ralph Micheal (cm)		
					Joseph Cawthon, Pres.					
				(Note — Representation changes to Frost, Landis & Kohn (52) on April 1, 1932.						
TAMPA	Times									
101,161	(e) 22,579	.10	....	(D) (AP) (18)	Tampa Pub. Co.	D. B. McKay	Jerry McLeod	D. B. McKay	A. A. Groff	J. A. Lyles
					D. B. McKay, Pres.	H. C. Slichter	.....	J. L. Brocks (cm)		
	Tribune									
	(m) 42,622	.13	.11	(D) (AP) (mer) (†) (J) (E) (7).	Tribune Co.	E. D. Lambright	W. B. Abbott	J. S. Mims	Truman Green	P. J. Gordon
	Sunday edition				S. E. Thomason, Pres. & Pub.	R. W. Simpson	V. M. Newton (sp)	J. C. Council (cm)	P. J. Gordon (n)	
	(S) 47,836	.15	.13						J. O. Mims (cl)	
WEST PALM BEACH	Post									
28,317	(m) 8,420	.07	....	(D) (AP,UP) (mer) (7)	Post Pub. Co., Inc.	D. H. Conkling	Don Morris	W. A. Payne	William J. Porter	John W. Ferguson
	Sunday edition				D. H. Conkling, Pres. & Pub.		A. E. McMillan (sp)	William Stowell (cm)	Miss Lula Fuquay (n)	
	(S) 8,415	.09	....						R. Oscar Smith (cl)	
	Times									
	(e)	.06	....	(D) (AP) (68)	Edw. F. Stumpf	V. L. Smith	.....	.....	.....	.....
WINTER HAVEN	Chief									
7,200	(e) 4,362	.04	.035	(I) (AP) (J) (52)	Florida Chief Pub. Co.	M. M. Lee	Mrs. Ruby Snell	C. L. Lee	C. L. Lee	George Hardy
					M. M. Lee, Pres. & Pub.			George T. Lynch (cm)	Mary Daniel Taylor (cl)	

GEORGIA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ALBANY	Herald									
14,507	(e) 5,289	.04	.03	(D) (AP) (J) (17)	Herald Pub. Co.	H. T. McIntosh	C. D. Tounsley	J. A. Davis	J. A. Davis	W. A. Pachals
					H. T. McIntosh, Pres.	W. M. Pryse	H. G. Cooksey (sp)	J. T. Lawrence (cm)	K. M. Dickson (n)	W. B. Neal (j)
AMERICUS	Times-Recorder									
8,760	(e) 3,038	.04	.03	(I) (UP) (20-46)	James R. Blair	James R. Blair	Ed. Lynn Bridges	James R. Blair	J. P. Luther	A. H. Webb
	Sunday edition				Times-Recorder Co.			Mrs. F. L. Blair (cm)	James R. Blair (n)	
	(S) 3,038	.04	....		A. J. Wilhelm, Pres.					
ATHENS	Banner-Herald									
18,192	(e) 3,111x	.035	....	(D) (AP) (42-71)	E. B. Braswell	.....	.....	E. B. Braswell	.....	.....
	Sunday edition							John B. Davis (cm)		
	(S) 3,119x	.035	....							
ATLANTA	Constitution									
360,691	(m) 87,879	.18	.20	(D) (AP, UP) (*Su) (†) (E)	Clark Howell, Sr.	Clark Howell	.....	Clark Howell	.....	.....
	Sunday edition			(70-10)	Atlanta Constitution Pub. Co.			C. Howell, Jr. (bm)		
	(S) 102,656	.18	....		Albert Howell, Pres.			John T. Toler (cm)		
	Georgian									
	(e) 74,067	.15	.15	(I) (INS,US) (mer) (†) (E) (14).	The Georgian Co.	F. J. McCarthy (me).	Tarleton Collier	Herbert Porter	Melvin S. Schwarz (m).	Fred R. Cossel
	Sunday American				T. J. White, Pres.		Ed. Danforth (sp)	J. G. Camp (bm)	Warren Bearden (e)	
	(S) 153,435	.21	....				Sam L. Lucchese (Su)	Chas. Coleman (cm)	Garland B. Porter (n)	
	Journal								E. F. Emmel (cl)	
	(e) 83,536	.16	.15	(D) (AP, UP, CP) (mer) (E)	Atlanta Journal Co.	Maj. John S. Cohen	Morgan Blake (sp)	John A. Brice	John W. Archer	
	Sunday edition			(15)	Maj. John S. Cohen	John Paschal	Angus Perkerson (Su)	John D. Simmons (cm)	L. J. MacAuldy (n)	
	(S) 125,637	.18	....						W. M. Cunningham (cl)	

(*Continued on page 32*)

FLORIDA'S GREATEST ... ... MARKET

MIAMI has a larger volume of retail sales than any other city in Florida. 12.5% MORE than Jacksonville. 46.6% MORE than Tampa.

MIAMI has an EXTRA 100,000 population in the winter which was not counted by the Census Bureau—a "cream" population of industrial, professional and business leaders from all sections of the United States.

FLORIDA'S GREATEST ... ... MEDIUM

In 1931, The Herald led ALL other Florida newspapers in advertising lineage — proof of satisfactory returns from the Herald's intensive circulation coverage.

For ten years the Herald has led in Advertising and Circulation in Miami.

Florida is a morning newspaper state! In Miami, in Jacksonville, in St. Petersburg, in Tampa, in West Palm Beach — *the morning newspaper leads!*

If your list is smaller in 1932 — concentrate in the Herald.

The Miami Herald

Florida's Most Important Newspaper

FRANK B. SHUTTS, *Publisher*

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

GEORGIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl .Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AUGUSTA	Chronicle									
60,342	(m) 15,803	.06	.045	(D) (AP) (J) (17)	Chronicle Pub. Co. Edgar Neely, Pres.	Thomas J. Hamilton.. J. Raiford Watkins...	Earl DeLoache Harold Stephens (sp)...	William S. Morris W. B. Baker (cm)	J. C. Haire M. L. LeRoy (n)	
	Sunday edition									
	(S) 16,513	.06	....							
	Herald									
	(e) 14,173	.05	.045	(D) (AP) (†) (42)	Herald Pub. Co	Milwee Owens	Hillary Mangum Rut Samuel (sp) W. A. Lufburrow (Su)	James C. Harrison J. O. Jones (cm)	B. B. Boeckmann M. C. Jarrett (cl)	Albert Huntington
	Sunday edition									
	(S) 14,198	.05	....							
BRUNSWICK	News									
14,022	(e) 4,778	.04	....	(D) (AP) (17)		C. H. Leavy		A. C. Wood, Jr. (cm)	K. Bell (n)	S. B. Bruand
	Sunday edition									
	(S) 4,778	.04	....							
COLUMBUS	Enquirer-Sun									
43,131	(m) 5,243x	....	....							
	Ledger									
	(e) 11,968x	....	....	(D) (AP) (†) (E) (15)	J. E. Page, Pub. R. W. Page Corp. W. E. Page, Pres.	F. G. Storey (m) J. F. Crook (e) W. C. Tucker (me-m). H. L. Watkin (me-e)..	J. B. Riley (m) K. Fine (e) W. C. Tucker (sp-m) Edge Reid (sp-e).. Flournoy Crook (Su)	R. M. Page O. L. Randall (cm)	F. C. Bunting J. E. Page (n) R. V. Spearman (cl)	W. A. Barr, Jr
	Combined daily									
	(me) 17,211x	.10	.08							
	Sunday edition									
	(S) 17,406x	.10	....							
CORDELE	Dispatch									
5,880	(e) 1,800	.025	....	(D) (AP) (†) (J) (none)	Mrs. Charles E. Brown	Mrs. Chas. E. Brown..		J. E. Baynard (bm) Mrs. L. O. White (cm)..	J. E. Baynard	Cris Johnson L. T. Proctor (j)
	Sunday edition									
	(S) 1,800	.025	....							
DUBLIN	Courier-Herald									
6,681	(e) 3,500	.04	....	(I) (UP) (J) (20-46)	W. P. Allen					
GRIFFIN	News									
10,321	(e) 3,387	.03	.025	(ID) (AP) (†) (28)	Quimby Melton	Quimby Melton Kirby Freeman	L. Hooks C. Bedenbaugh (sp)	Quimby Melton Bill Maher (bm) Carey Reeves (cl)	Wm. Maher C. Reeves (cl)	T. Maher
LA GRANGE	News									
20,131	(e) 5,400	.04	....	(D) (UP) (J) (20-46)	Wm. Prescott Allen	Tom Whitehead				D. S. Rutland
MACON	Telegraph									
53,829	(m) 29,317	....	.10							
	News									
	(e) 13,268	....	.05	(D) (AP,UP) (15-11)	Macon Telegraph Pub. Co. W. T. Anderson, Pres.	W. T. Anderson M. F. Ethridge(me-m) B. J. Johnson (me-e)..	Edwin Tribble (m) Leon S. Dure (e) Ed Ray (sp) Edwin Tribble (Su)	P. T. Anderson, Sr. P. T. Anderson, Jr.(bm) J. T. Webb (cm)	Roy I. Neal P. T. Anderson, Jr. (n) W. F. Clifton (cl)	
	Combined daily									
	(me) 42,585	.15	....							
	Sunday edition									
	(S) 36,935	.15	....							
MOULTRIE	Observer									
8,027	(e) 2,563	.02	.02	(D) (AP) (J) (†) (none)	Observer Pub. Co C. B. Allen	C. B. Allen Grady Adams		C. B. Allen (bm) A. N. Davis (cm)	Grady Adams Chas. A. Britton, Jr.(n)	C. C. Holliday
ROME	News-Tribune									
21,843	(e) 5,727x	.045	....	(I-D) (AP,INS) (none)	B. H. Mooney, Pub. News Pub. Co. W. S. Mudd, Pres.	T. B. Goodwin J. R. Hornady	Colvin Maxwell (sp)	T. B. Goodwin E. W. Hine (cm)	C. B. Wright E. C. Hamilton (cl)	
	Sunday edition									
	(S) 5,821x	.045	....							
SAVANNAH	News									
85,024	(m) 21,175	.07	.07	(I) (AP,UP) (†) (42)	Morning News, Inc. H. V. Jenkins, Pres.	D. G. Bickers J. P. Miller (V.P.)	R. M. Charlton W. D. McMillan (sp)..	H. V. Jenkins E. D. Hood (cm)	Boykin Paschal (V. P.-Adv-Dir) C. E. Hutchins	Malcolm Bell
	Sunday edition									
	(S) 20,701	.07	....							
	Press									
	(e) 18,517	.06	.06	(D) (AP,UP) (†) (42)	Morning News, Inc. H. V. Jenkins, Pres.	P. A. Stovall W. G. Sutlive	J. L. Sutlive F. Basil Abrams (sp)			
	Combined daily									
	(me) 39,692	.11	....							
THOMASVILLE	Times-Enterprise									
11,733	(e) 2,000	.02	.02	(D) (AP) (J) (none)	Times-Enterprise Co., Inc. M. H. J. MacIntyre (V. P.)	E. R. Jerger	E. R. Jerger R. G. Mays, Jr. (sp)	W. D. Hargrave	L. E. Kelly W. D. Hargrave (n)	L. E. Kelly W. D. Hargrave (j)
TIFTON	Gazette									
3,590	(e) 1,149	.018	....	(D) (AP) (J) (none)	Gazette Pub. Co John G. Herring, Pres.					
VALDOSTA	Times									
13,482	(e)	.035	....	(D) (AP) (J) (52)	E. L. Turner	D. H. Roberts		E. L. Turner (bm)		
WAYCROSS	Journal-Herald									
15,510	(e) 3,525	.025	.03	(D) (AP) (J) (none)	Jack Williams	Jack Williams H. A. Stallings	Liston D. Elkins Walter E. Campbell(sp)	Jack Williams J. MacJennings (cm)	J. J. Ellis Louise Breen (n) Kenneth Jones (cl)	W. L. Barber C. H. Brightman (j)
	Sunday edition									
	(S) 3,525	.025	....							

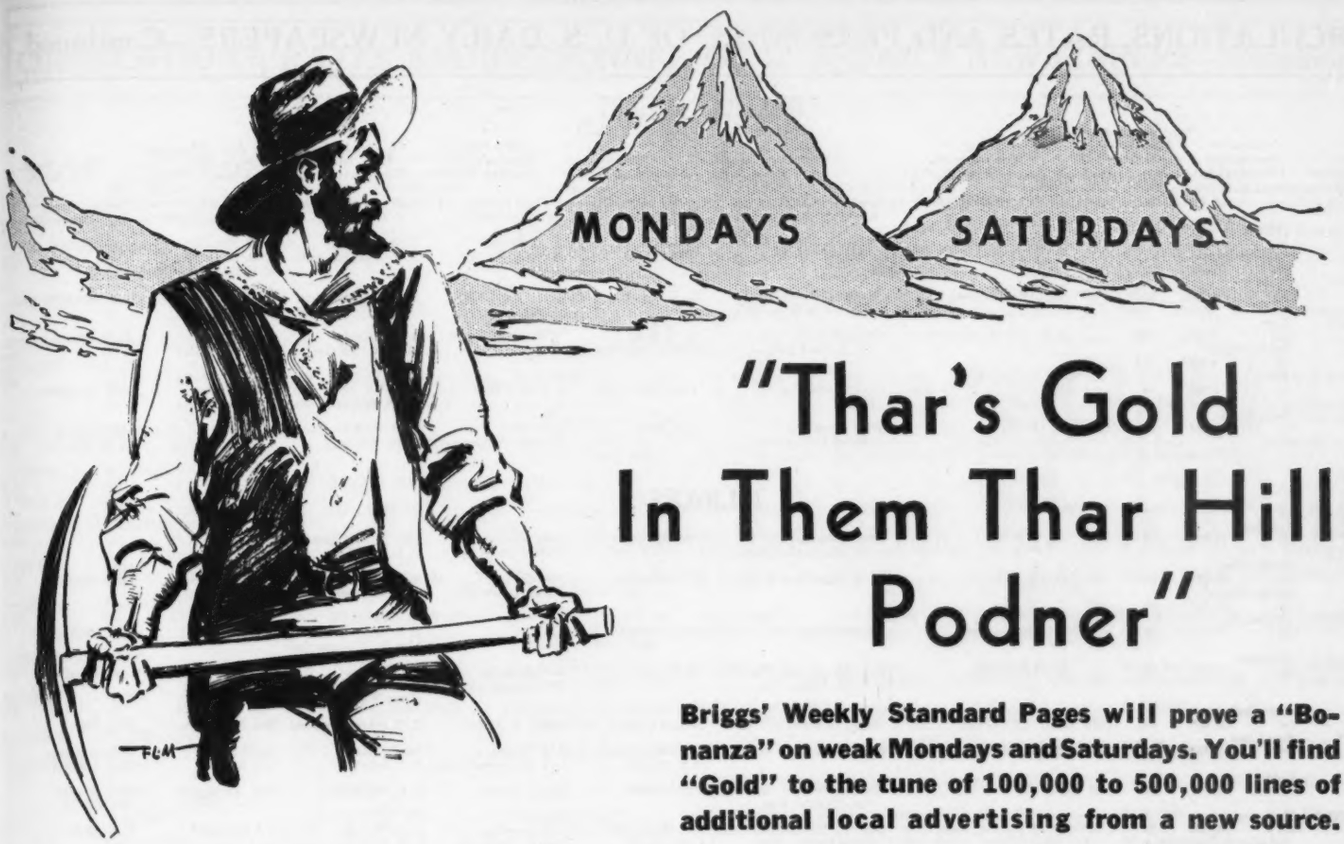
TERRITORY OF HAWAII

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl .Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HILO	Tribune-Herald									
19,468	(e) 2,054	.03	....	(R) (AP,UP) (J) (†) (1-10)	Hilo Tribune Herald, Ltd.	Urban Allen	Wilfred Hussey C. Afook (sp)	C. G. Bockus (bm)	K. S. Byerly	F. Soares
	Sunday edition									
	(S) 2,054	.03	....							
HONOLULU	Advertiser									
137,582	(m) 12,761	.08	.065	(I-R) (UP) (mer) (†) (J) (E) (68)	Advertiser Pub. Co., Ltd. Lorrin P. Thurston, Pres.	Raymond S. Coll, Sr.	Raymond S. Coll, Jr. William Peet (sp)	Lorrin P. Thurston Fred J. Green (bm-cm).	Russel Chellgard Robt. G. Thurston (n). Roy S. Wetherbee (cl)	Geo. Voorhees (j) James Herrick
	Sunday edition									
	(S) 19,283	.09	.071							
	Hawaii Hochi									
	(e) 15,690	.065	.05	(I) (UP) (†) (J) (E) (46)	Fred K. Makino	S. Teraski K. Kawamura	T. Fujikawa F. Urata (sp) M. Honda (Su)	Fred K. Makino R. Masuda (bm) K. Kumasaki (cm)	T. Nakahata A. J. B. Apsey (n) T. Nakahata (cl)	H. Asao
	Sunday edition									
	(S) 15,690	.065	....							
	Nippu Jiji									
	(e) 16,094	.065	.054	(I) (AP,INS,R,ND) (†) (J) (E) (99)	Nippi Jiji Co., Ltd. Yasutaro Soga, Pub.	Yasutaro Soga S. Asami	S. Kawamura W. Yamashita (sp)	K. Kawamoto T. Inouye (cm)	S. Furukawa Harry S. Tomita (n)	N. Ihara
	Sunday edition									
	(S) 16,094	.065	.054							
	Star-Bulletin									
	(e) 20,583	.085	.071	(I-R) (AP) (†) (J) (E) (1-10)	Honolulu Star-Bulletin, Ltd. W. R. Farrington, Pres. & Pub.	Riley H. Allen Jos. R. Farrington	Vern Hinkley Don Watson (sp)	Riley H. Allen W. B. Taylor (cm)	N. A. McKown (local). Fay King Watts (n) L. P. Dickinson (cl)	B. C. Stearns H. B. Carter
	Saturday edition									
	(Sat) 22,480	.09	.079							

IDAHO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl .Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BLACKFOOT	Bulletin									
3,199	(e) 1,442	.025	....	(I-R) (AP) (J) (28-136)	Republican Co.	John L. Brady & Byrd Trego		Byrd Trego (bm) Myra McClellan (cm)..	Mrs. Lee C. Brady John L. Brady (n)	R. N. Ludi
BOISE	Capital News									
21,644	(e) 14,259x	.05	.05	(I) (UP) (J) (55)	Scripps Canfield Pub. Co. H. W. Parish, Pres.	Rod L. Brink Chet Reese	Therman Evans (sp)	H. W. Parish E. E. Everett (bm) R. W. Wheeler (cm)	R. E. Everett	H. L. Whitehead T. Robinson (j)
	Sunday edition									
	(S) 14,604x	.05	....							
	Idaho Statesman									
	(m) 15,964x	.06	....	(R) (AP,US) (J) (118)	Statesman Ptg. Co. Margaret Cobb Ailshie, Pres. & Pub.	Irving W. Hart	Watson Humphrey	J. C. Adams (bm) E. E. Walden (cm)	J. G. Dunham F. A. Bartlett (n) C. T. Glenn (cl)	R. Cunningham (j)
	Sunday edition									
	(S) 16,876x	.06	....							
COEUR D'ALENE	Press									
8,297	(e) 2,609	.025	.02	(I) (UP) (J) (55)	Coeur d'Alene Press Co. H. W. Parish, Pres.	J. K. Coe	J. K. Coe Chas. Sowder (sp)	W. G. Arnold	B. Hagadone	Geo. Kidwell C. C. Hodge (j)
IDAHO FALLS	Post-Register									
9,429	(e)	.05	....	(I-R) (AP,UP) (J) (116)	Post Co. Josephine Murphy, Pres.	M. B. Yeaman B. L. Moore (news)	A. L. Farmer (sp)	Edwin F. McDermott. Joe Flora (cm)	Homer Burnett C. J. Powell (n) H. Rohwer (cl)	W. Merman John Fisk (j)
	Sunday edition									
	(S)	.05	....							
	(Circulation prior to consolidation: Times-Register, A. B. C., June 30, 1931—1,777; Post, September 30, 1931, A. B. C. daily, 4,554x; Sunday edition, 4,612x)									
KELLOGG	News									
4,224	(e) 1,006	.029	....	(none)	W. L. Penney			W. L. Penney (bm) Forrest Liebe (cm)		
LEWISTON	Tribune									
9,403	(m) 5,410	.04	.30	(I-D) (AP) (J) (28)	Tribune Pub. Co. E. L. Alford, Pres.	A. L. Alford	H. A. Lyon T. J. Campbell (Su)	E. L. Alford H. W. Hamblin (bm) Emerson Stewart (cm).	L. L. Robinson O. E. Crumpacker (n) Jas. Somerville (cl)	E. R. Flickinger
	Sunday edition									
	(S) 5,410	.04	....							
MOSCOW	Star-Mirror									
4,476	(e) 1,650	.021	....	(I) (AP) (J) (none)	Moscow Pub. Co.	Louis Boas		Geo. N. Lamphere Hazel Brogen (cm)	John Montgomery Hazel Borgen (cl)	R. H. Brownlow
NAMPA	Free Press									
8,206	(e) 4,380	.03	.029	(I) (AP,UP) (J) (28)	Co-operative Pub. Co. H. F. Samuels, Pres.	M. D. Polk	Don Hoskins J. A. Allen (sp).	M. D. Polk D. A. Young (cm)	E. R. Cornwell Blanche Danes (cl)	L. L. Shepherd A. E. Hutchings (j)
	Leader-Tribune									
	(e) 2,765	.03	....	(R) (UP) (J) (50-136)		L. B. Jenness		L. B. Jenness (bm) L. H. Danley (cm)		

(*Continued on page 34*)



"Thar's Gold In Them Thar Hills, Podner"

Briggs' Weekly Standard Pages will prove a "Bonanza" on weak Mondays and Saturdays. You'll find "Gold" to the tune of 100,000 to 500,000 lines of additional local advertising from a new source.

No forty-niner ever struck gold by keeping his pick on his shoulder. He had to dig . . . and dig . . . and keep on digging. You, Mr. Publisher, Mr. Business Manager and Mr. Advertising Manager, must follow his example if you want to strike pay dirt this year. "Thar's gold in them thar hills, podner"—in those weak Mondays and Saturdays that are now so barren. BRIGGS WEEKLY STANDARD PAGES will strike gold for you by turning into your lean columns from 100,000 to 500,000 lines of additional local advertising, from a new source, on the days that are now causing your lineage records to sag.

Within the past quarter of a century the THOMAS W. BRIGGS CO. has brought to newspapers more than 15 million dollars worth of business from non-advertisers. The bulk of it was run on Mondays and Saturdays, the two days when it was needed most.

BRIGGS WEEKLY STANDARD PAGES are now running in the better known newspapers from coast to coast. THE THOMAS W. BRIGGS organization knows how to sell this business and it also knows how to make friends and build goodwill for your paper while doing it. Line up with THOMAS W. BRIGGS in 1932. Write for our detailed plan which tells you what we do and how we do it. Let this dependable, responsible, aggressive, twenty-five-year-old BRIGGS organization "dig" with you to "get the GOLD out of Mondays and Saturdays."

Thomas W. Briggs Co.

Home Office: Columbian Mutual Tower, Memphis, Tenn.

REGIONAL OFFICES:

1908 Paramount Bldg., New York — Room M-100 Cleveland News Bldg., Cleveland, Ohio — 612 Grant Street, Pittsburgh, Pa.
727 Ten Forsythe St. Bldg., Atlanta, Ga. — San Antonio Light Bldg., San Antonio, Texas

Ask Dun or Bradstreet About Our RESPONSIBILITY • Ask Any Newspaper Publisher About Our SERVICE

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

IDAHO (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
POCATELLO	Idaho State Tribune									
16,471	(m) 3,855	.04	.03	(D) (UP) (†) (J) (28-136)	Arthur N. Suverkrup, Pub. Bannock Publishers, Inc.	Arthur N. Suverkrup. E. T. Spencer	Thomas E. Evans. Frank Hewlett (sp)	Arthur N. Suverkrup. E. E. Ivory (cm)	W. M. Holder. Mrs. Muriel Ruggles (cl)	George Adams H. C. Barrows (j)
	Tribune									
	(e) 4,889	.05	.04	(R) (AP) (†) (116)	Pocatello Tribune, Inc. Nicholas Ifft, Pres.	G. N. Ifft. Nicholas Ifft	E. H. Stites. Nicholas Ifft (Su)	William S. Cady. E. E. Huffman (cm)	G. D. Roberts. R. R. Beers (n) B. E. Stokar (c)	E. H. Smith
	Sunday edition									
	(S) 5,107	.05	....							
SANDPOINT	Bulletin									
3,292	(e) 1,794	.025	.025	(R) (AP) (J) (none)	Review Pub. Co., Inc. Charles E. Spoor, Pres.	L. E. Pietsch		Chas. E. Spoor (bm)		E. B. Sisson
TWIN FALLS	News									
8,787	(m) 4,575x	.025	....	(I-R) (AP) (†) (J) (116)	News Pub. Co., Inc. R. A. Read, Pub.	R. A. Read. John C. Harvey	Walter Bottcher (sp)	Roy A. Read. M. E. Tucker (bm)	Paul Cowgill. Roy A. Read (n)	E. F. Asbury
	Sunday edition									
	(S) 4,658x	.025	....							
	Times									
	(e) 3,456	.04	....	(I-D) (UP) (†) (J) (28-136)	Idaho Times Pub. Co.	Juneau H. Shinn	J. Lynn Wykoff	Leland K. Miller (bm). Algot Westergren (cm).	B. H. Warner. F. Bower (n)	S. C. Turnipseed
WALLACE	Press-Times									
3,634	(e) 2,164	.03	.02	(I) (AP) (J) (38)	Press-Times Pub. Co. Harry L. Day, Pres.	G. R. Scott	G. R. Scott. Howard Cleavinger (sp)	W. B. Heitfeld. G. R. Scott (cm)	G. R. Scott	Clif Sheppard G. R. Scott (j)

ILLINOIS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALTON	Telegraph									
30,151	(e) 12,981	.06	.045	(I-R) (AP) (2)	Alton Telegraph Ptg. Co. Paul B. Cousley, Pres.	Paul B. Cousley	Joseph Dromgoole. Wilford Queen (sp)	John D. McAdams (bm) H. L. Belle (cm)	E. H. Keefe. Robert Howser (cl)	
AURORA	Beacon-News									
46,589	(e) 20,224	.08	.047	(I) (AP, INS) (99)	A. M. Hirsh, Pres. & Pub.	F. C. Flanders	John Corkery. Elmer Hansen (sp)	A. M. Hirsh. Wm. Buckberg (cm)	Charles W. Hoefer. A. M. Hirsh (n) Frank Lee (cl)	G. N. Dieterich
	Sunday edition									
	(S) 20,764	.08	.047							
BEARDSTOWN	Illinoian-Star									
5,344	(e)	.03	....	(I) (UP) (J) (none)	Schaeffer Pub. Co.	C. A. Schaeffer		L. Schaeffer (bm). Mrs. E.C.Coleman (cm)	L. Schaeffer	J. R. McCarthy
BELLEVILLE	Advocate									
28,425	(e) 7,115	.035	....	(R) (AP) (J) (66)	Belleville Advocate Ptg. Co. W. W. Evans, Pres.	W. W. Evans	C. C. Benedict. Irvin Baechle (sp)	W. W. Evans. C. J. Keller (bm). Henry Wagner (cm)	C. J. Keller. M. H. Parris (n)	Charles Lens
	News-Democrat									
	(e) 10,609	.035	.036	(I-D) (UP) (J) (38)	Robert L. Kern	Robert L. Kern	Joseph W. Adam	H. B. Schrodi (bm-cm)	Mrs. R. L. Kern	R. L. Kern
BELVIDERE	Republican									
8,123	(e) 3,485	.03	.025	(R) (INS) (J) (66)	Frank T. Moran & Co.	Frank T. Moran. A. F. Conklin	F. E. Loomis. L. T. McCleneghan (sp)	Joe E. Tabor. E. J. Bahr (cm)	Guerdon Laing. E. J. Bahr (cl)	Herman Kline M. J. Askin (j)
BENTON	News									
8,219	(e) 4,300	.03	.021	(R) (J) (51)	Evening News Co., Inc. Carl Choisser, Pres.	Carl Choisser	Paul A. Lyons	F. D. Whittington	F. D. Whittington	Steve Choisser Dan Ross (j)
BLOOMINGTON	Pantagraph									
37,698	(e) 24,284	.10	....	(I) (AP, UP, INS) (mer) (†) (E) (42)	Daily Pantagraph, Inc. Davis Merwin, Pres.	J. L. Hasbrouck. C. W. Orcutt	E. J. Lonergan. Fred H. Young (sp). A. C. Baker (Su)	Davis Merwin. J. M. McMurry (bm). Joe M. Bunting (cm)	P. J. LaBounty. Jos. J. Hannie (cl)	W. R. Hoit
	Saturday Morning edition									
	(Sat) 23,992	.10	....							
	Sunday edition									
	(S) 17,489	.10	.....							
CAIRO	Citizen & Bulletin									
13,532	(e) 5,018x	.045	.035	(I) (AP) (66)	Citizen Co. John C. Fisher, Pres.	John C. Fisher. Hollis F. Ulsh	George B. Curry. W. W. Bloss (sp)	John C. Fisher. Selden Fisher (bm). I. Moreland (cm)	H. L. Arbogast. Selden Fisher (n) B. V. Brown (cl)	H. M. Hill
CANTON	Ledger									
11,718	(e) 5,862	.04	.036	(I-R) (AP) (J) (7)	Ledger Co. U. G. Orendorff, Pres.	James A. Murphy	L. Weller (sp)	C. E. Warwick (bm). Lucile Peak (cm)	Carl Ibach. C. E. Warwick (n) Francene Bowman (cl)	L. L. Conrad
CARBONDALE	Free Press									
7,528	(e) 1,835	.02	....	(R) (AP) (J) (103-4)	Free Press Pub. Co., Inc.	Joseph F. McGuire				
CARLINVILLE	Enquirer									
4,144	(e) 575	.018	.014	(D) (UP) (†) (J) (none)	C. J. Lumpkin	C. J. Lumpkin	Lucille F. Hall	F. R. Shanner		Jesse Olmstead
CENTRALIA	Sentinel									
(Inc. Central City, 1,443; and Wamac, 1,238) 15,163.	(e) 6,656	.04	.....	(I) (AP) (J) (144)	Verne E. Joy	Verne E. Joy. J. A. Morrison	Harold Gerlach	Verne E. Joy. H. B. Mapes (bm). C. B. Harvey (cm)	H. B. Mapes. L. T. Newton (n). Robt. Mapes (cl)	O. B. Correll Robert Pansau (j)
CHAMPAIGN	News-Gazette									
33,408	(e) 14,168x	.06	.06	(I-R) (AP, UP, INS) (1)	Champaign News-Gazette, In. D. W. Stevick, Pres. & Pub.	E. C. Bleau. M. W. Hout	W. S. Hansen. Eddie Jacquin (sp)	E. C. Bleau. John E. Wingle (cm)	Frank Mills	Jeff Bailey
	Sunday edition									
	(S) 14,115x	.06	.06							
CHARLESTON	Courier									
8,012	(e) 2,853	.029	.02	(I-D) (INS, UP) (J) (51)	Benjamin Weir		Arthur Lynch	Benjamin Weir		Loat Lankford
	News									
	(m)	.025	....	(I-D) (UP) (J) (none)	C. S. Rardin					
CHICAGO	American									
3,440,420	(e) 503,896	.75	.55	(I) (INS,US) (†) (J) (E) (14)	Evg. American Pub. Co. Herman Black, Pub.	James P. Bicket	Harry C. Read. Edward Geiger (sp)	John H.Black, Asso.Pub. William Holmes (bm). Walter J. Parker (cm).	Wm. M. McNamee. Rodney E. Boone (n). Oscar Schenk (cl)	Maurice Hesse J. H. Hildebrandt (j)
	Herald & Examiner									
	(m) 422,076	.65	....	(I) (AP,US,INS) (†) (J) (E) (12)	Illinois Pub. & Ptg. Co. Homer Guck, Pub.	C. S. Stanton		Homer Guck. Merrill Lord (bm). R. C. Cornell (cm)	Walter J. Merrill	Maurice Hesse J. H. Hildebrandt (j)
	Sunday edition									
	(S) 1,036,746	1.25	....							
	Illustrated Times									
	(e) 187,945	.32	.162	(I) (AP) (E) (124)	Chicago Times Co. S. E. Thomason, Pres. & Pub.	R. J. Finnegan	W. W. Major. W. M. McCarthy (sp)	J. F. Shanahan (cm)	L. J. Abrams	Raymond Hahns, Prod. Mgr.
	Journal of Commerce									
	(m) 22,578	.25	....	(I) (5A-66A)	Journal of Commerce Pub. Co. John D. Ames, Pres. & Pub.	Phil S. Hanna. James B. Young	Charles S. Schaffer	John D. Ames. A. R. Shuman (cm)	Frederick West. R. E. Potter (n)	
	News									
	(e) 412,939	.70	.55	(I) (AP,UP,CDN) (*Sat) (mer) (†) (E) (86)	Chicago Daily News, Inc. Frank Knox, Pres. & Pub.	Charles H. Dennis. Henry Justin Smith	B. H. Beitler. Howard Mann (sp)	Guy T. Viskniskki (bm). James N. Shryock (cm).	Harris W. Roberts. H. G. Schuster (n) Charles Winter (cl)	John W. Harm
	Post									
	(e) 38,476	.15	.15	(I) (AP) (E)	Post Pub. Corp. K. L. Ames, JR.	K. L. Ames, JR. A. A. Judd	M. W. Straus. K. D. Fry (sp)	K. L. Ames, JR. E. E. Suffern (bm) T. A. Snyder (cm)	A. T. McCreary	
	Tribune									
	(m) 813,788	1.20	.75	(I-R) (AP,UP,CT,NYT) (*S) (mer) (†) (J) (E) (89-150A-48-12A)	Tribune Co. Col. R. R. McCormick, Pres.	Col. R. R. McCormick. E. S. Beck	Robert M. Lee. Arch Ward (sp)	W. E. Macfarlane (bm) Louis Rose (cm)	W. E. Donahue. C. S. Benham (n). C. M. Campbell (cl)	J. W. Park Geo. Rom (j)
	Sunday edition									
	(S) 972,414	1.50	1.05							
CLINTON	Journal & Public									
5,920	(m) 1,795	.032	.018	(I) (INS) (J) (28)	R. C. Pelts	R. C. Pelts	R. E. McMillan	R. C. Pelts	R. C. Pelts	
	Sunday edition									
	(S) 1,791	.032	.018							
DANVILLE	Commercial-News									
36,765	(e) 27,858x	.085	.085	(I) (AP) (117-132)	Commercial News Co. W. J. Parrett, Pres. & Pub.	George Tilton. H. C. Gibson	H. B. Keck. Robert Poisall (sp)	W. J. Parrett. Ed. C. Hewes	Guy Kitchen. W. J. Parrett (n) L. C. Schultz (cl)	John Cope
	Sunday edition									
	(S) 27,866	.085	.085							
DECATUR	Herald									
57,510	(m) 24,929	....	....	(I-R) (AP,UP) (E) (32)	Decatur Newspapers, Inc. H. C. Schaub, Pres.	W. F. Hardy. Paul D. Aird	E. E. Lindsay (Su)	F. M. Lindsay. F. W. Schaub (bm). J. B. Birks (cm)	B. G. Whitsitt. R. S. White (n)	R. A. Stewart
	Review									
	(e) 28,514	....	....	(I-D) (AP,UP) (E) (32)						
	Total Daily									
	(me) 53,443	.14	....							
	Sunday edition									
	(S) 49,468	.14	....							
DE KALB	Chronicle									
8,545	(e) 4,772	.035	....	(R) (UP) (65)	Chronicle Pub. Co.	F. W. Greenway	Emil A. Anderson. C. E. Raymond (sp)	E. J. Raymond (bm). Roy L. Highfield (cm).	G. E. Dellinger. Roy L. Highfield (cl)	J. H. Robinson
	Independent									
	(e) 1,050	.014	....	(R) (J) (3)	R. B Newcomer. L. G. Tyrrell	R. B. Newcomer		R. B. Newcomer	R. B. Newcomer	L. G. Tyrrell
DIXON	Telegraph									
9,908	(e) 5,010	.04	.04	(I) (AP,UP) (J) (66)	Evening Telegraph Co. M. S. Shaw, Pres. & Pub.	Geo. B. Shaw	E. E. Holdridge. E. H. Fulmer (sp)	E. E. Shaw (bm). Robert Fulton (cm).	William Fulton. Helen Murphy (cl)	Fred Ball Robert Shaw (j)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ILLINOIS (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DUQUOIN 7,595	Call (e)	.....	.025	....	(I) (UP) (J) (none)	A. W. Essick	A. W. Essick			Everett H. Smith	S. D. Hestand
EAST ST. LOUIS 70,347	Journal (e)	10,051	.06	.035	(I) (UP) (65)	Daily Journal Co.	A. L. Bowling	Ray Loomis Earl Brady (sp)	J. A. Keefe C. D. Joyce (cm)	W. S. Parker R. R. Drennan (n) W. E. Traylor (el)	
	Sunday edition (S)	10,490	.06	.035							
EDWARDSVILLE 6,255	Intelligencer (e)	4,889	.03	.03	(R) (UP) (J) (125)	Intelligencer Pub. Co. G. S. Giese, Pres. & Pub.	S. D. Mendenhall	Herbert C. Crocker	Jos. L. Volz (cm)	Harry F. Palmer	James Broderick
EFFINGHAM 4,978	Record (e)	3,677	.032	....	(none)	Geo. M. Lacrone	Geo. M. Lacrone				
ELDORADO 4,482	Journal (e)	1,444	.02	.02	(R) (INS) (J) (none)	L. O. Trigg	L. O. Trigg	Grace T. Karnes Wm. Searles (sp)	Kenneth R. Trigg(cm).	L. O. Trigg	Charles B. Hines
	News (e)	1,585	.021	.021	(I) (AP) (J) (none)	Eldorado News Co. S. B. Hardy, Pres. & Pub.	S. B. Hardy W. A. Drobeck	Tom Williams	S. B. Hardy Talitha Aaron (cm)	O. R. Aleshire S. B. Hardy (n)	Ralph Clippinger C. R. Wills (j)
ELGIN 33,029	Courier-News (e)	16,971	.07	....	(I-R) (AP,UP) (99)	Courier-News Pub. Co. R. Eaton Fedou, Pres.	R. Eaton Fedou John E. Thompson	Kendall White Richard Lee (sp)	R. Eaton Fedou Howard Jones (cm)	E. C. Gage C. E. Mackenzie (n)	Herbert Clark
EVANSTON 63,338	News Index (e)	6,193	.05	....	(R) (INS) (J) (81)	L. D. Leavitt			L. D. Leavitt J. Murray (cm)	C. A. Elliott	
FLORA 4,463	News (e)	2,260	.03	....	(R) (UP) (J) (66)	News Pub. Co.	L. M. Wood		L. M. Wood (bm)	G. Earl Wood	Roy E. Wood
FREEPORT 22,045	Journal-Standard (e)	11,013	.05	....	(I) (UP) (J) (2)	Journal-Standard Pub. Co. D. L. Breed, Pres. & Pub.	Donald L. Breed Thos. F. Lawless	Thos. F. Lawless M. Douglas Grant (sp)	W. H. Kuns A. E. Wheeland (cm)	Karl Hepler R. O. Morrow (el)	Wm. B. Lamar W. H. Kuns (j)
GALENA 3,878	Gazette (e)	1,100	.019	.014	(R) (AP) (J) (none)	Gazette Co. C. E. Grimm, Pres.	A. W. Glissner	E. B. Heron	Harriett J. Grimm H. L. Grimm (cm)	Harriett J. Grimm	J. H. Grimm
GALESBURG 28,930	Register-Mail (e)	19,229	.06	..	(R) (AP,UP) (†) (J) (2)	Galesburg Ptg. & Pub. Co. Fred R. Jelliff, Pres. Omer N. Custer, Pub.	Fred R. Jelliff Walter Whipple	Emil Dahlberg	Omer N. Custer T. J. Kearner (cm)	Stanley Hinman (n) Hayes Tucker (el)	A. E. Schneider Guy Cole (j)
HARRISBURG 11,625	Register (e)	4,357	.035	.028	(I) (UP) (†) (J) (66)	Register Pub. Co., Inc. Daisy M. Seright, Pres.	Curtis G. Small	M. C. Page Casey Dempsey (sp)	Curtis G. Small Arthur M. Debes (cm)	W. V. Rathbone Mary Richardson (el)	N. N. McKeel J. O. Wells (j)
HERRIN 9,708	Journal (e)	4,153	.04	.04	(I) (INS) (mer) (J) (7)	Egyptian Publications, Inc. D. C. Grear, Pres.	D. C. Grear and Hal W. Trovillion	James Bailey		E. J. Strattan	
HOOPESTON 5,613	Chronicle-Herald (e)	2,500	.025	.02	(I) (UP) (J) (141)	A. S. Littick and R. S. Hay	R. S. Hay	M. E. Nink	B. R. Young (cm)	R. S. Hay D. B. McIntyre (el)	
JACKSONVILLE 17,747	Courier (e)	472x	....	....	(I) (AP) (J) (66)	Journal-Courier Co. W. A. Fay, Pres.	R. B. Ridgway Ernest Savage	Reaugh Jennings E. Savage (sp) William Walton (Su)	W. A. Fay W. H. DeShara (bm) Randall Doyle (cm)	E. A. Olds K. Evans (n) M. L. Hempel (el)	C. E. Newport Abe Wood (j)
	Journal (m)	4,890x	....	....							
	Total daily (me)	7,362x	.045	.036							
	Sunday edition (S)	4,895x	.045	.036							
JERSEYVILLE 4,300	Democrat (e)	500	.007	....	(D) (J) (none)	J. M. Page	J. M. Page				
JOLIET 42,993	Herald-News (e)	21,491	.08	.04	(I-R) (AP) (†) (99)	Joliet Ptg. Co. Edward Corlett, Pres.	L. F. Filson	J. F. Lux	Edward Corlett Fred Newman (cm)	R. M. Howk Frank Lee (el)	
	Sunday edition (S)	21,254	.08	.04							
KANKAKEE 20,634	Republican-News (e)	10,580	.06	....	(R) (AP,UP) (J) (66)	Leslie C. Small, Pres. & Pub.	Leslie Small		A. Deslauriers (bm)	Miss B. S. Nellinger(n).	D. W. Wood
KEWANEE 17,091	Star-Courier (e)	8,869	.05	.05	(I-R) (AP) (†) (J) (32)	Star-Courier Co. E. P. Adler, Pres. P. D. Adler, Pub.	Philip D. Adler C. R. Ketridge	C. R. Ketridge C. O. Schlaver (sp)	Philip D. Adler (bm) Emil Anson (office mgr) Edward Mill (cm)	W. H. Harper P. D. Adler (n) C. Patterson (el)	Edward Fuller Ivan Bell (j)
LA SALLE 13,149	Post-Tribune (e)	8,797	.045	.045	(I-R) (INS) (2)	Daily Post Co. Preston F. Grandon, Pub. D. W. Grandon, Pres.	Preston F. Grandon Curtis H. Clay	Robt. Unzicker M. J. Bender (sp)	P. F. Grandon Victor Frizol (cm)	L. R. McAllister P. F. Grandon (n) Walter Eich (el)	John Larson
LAWRENCEVILLE 6,303	Record (e)	3,960	.03	.025	(I-R) (UP) (J) (15A)	Lawrenceville Pub. Co., Inc. G. C. Armstrong, Pres.	G. C. Armstrong, Jr. G. C. Armstrong	Robt. McMichael G. C. Armstrong, Jr.(sp)	G. C. Armstrong Vera Harris (cm)	William B. Bey Vera Harris (el)	Larry Coffman Warren Chamblin (j)
LEWISTOWN 2,249	Record (e)	1,100	.018	....	(R) (UP) (J) (3)	W. J. Duvall	W. J. Duvall				
LINCOLN 12,855	Courier (e)	4,439	.035	....	(I) (AP) (J) (125)	Courier-Herald Co., Inc. Allyne V. Carpenter, Pres.	B. C. Snider (me)	Wilbur E. Layman (sp)	W. H. Drallmeier (VP)	H. J. Wible	David Stewart
LITCHFIELD 4,615	News-Herald (e)	3,193	.03	.025	(I) (UP) (J) (none)	Litchfield Ptg. & Stnry. Co. Frank P. Hanafin, Pres.	Frank P. Hanafin		Frank P. Hanafin		
MACOMB 8,509	Journal (e)	5,381	.04	....	(R) (AP) (mer) (†) (J) (2)	Journal Ptg. Co.	A. L. Hainline	L. A. Randolph Vail Morgan (sp)	A. L. Hainline (bm) Margaret Barclay (cm)	T. L. Roark Miss D. Sullivan (el)	William Ward
MARION 8,032	Post (e)	2,850	.025	....	(D) (UP,INS) (J) (66)	S. K. Casey, J. H. Fitts, E. R. Jones	S. K. Casey		S. K. Casey (bm)	L. Hartwell	M. Bradley E. R. Jones (j)
	Republican (e)	2,693	.025	.02	(R) (INS) (†) (J) (none)	Republican-Leader Co. W. O. Paisley, Pres.	W. O. Paisley Oldham Paisley	Homer Butler	W. O. Paisley Oldham Paisley (bm) G. W. Paisley (cm)	Mrs. W. O. Paisley	W. B. Butler
MARSEILLES 4,292	Press (e)	980	.018	....	(I-R) (INS) (J) (none)	W. I. Dunlap & Sons	W. I. Dunlap		E. R. Dunlap	E. R. Dunlap	C. I. Dunlap (j)
MATTOON 15,600	Journal-Gazette (e)	5,639	.04	....	(I-R) (INS) (J) (2)	H. F. Kendall, Pres. & Pub.	H. F. Kendall	J. J. Pennington			
MOLINE 43,068	Dispatch (e)	14,553	.055	.049	(I-R) (AP) (†) (2)	Dispatch Pub. Co. F. S. McGlynn, Pres. & Pub.	L. R. Blackman (me)	Fred A. Klann L. O. Calloway (sp)	Harry A. Sward (bm) Leonard Barland (cm)	Clarence Lucas Harry A. Sward (n) Earl Killion (el)	N. O. W. Johnson Otto Kurrle
MONMOUTH 8,768	Review-Atlas (e)	4,909	.035	....	(I) (AP) (†) (J) (none)	Review-Atlas Ptg. Co. Hugh R. Moffet, Pres.	Hugh R. Moffet	L. A. Ryan Ralph Eckley (sp)	Victor L. Moffet Z. Hamburg (cm)	Lee J. Sharp M. Wennerberg (el)	G. Overholser Smith Brinker (j)
MORRIS 5,503	Herald (e)	3,225	.025	.025	(R) (INS) (J) (125)	Morris Herald, Inc. L. B. Sackett, Pres.	H. M. Jensen L. B. Sackett			W. J. Carmichael	L. B. Sackett (j)
MT. CARMEL 7,133	Republican-Register (e)	3,523x	.025	.02	(I) (UP) (J) (none)	Mt. Carmel Register Co. A. L. Richmond, Pres.	Earl Allison		A. L. Richmond F. Reisinger (cm)	M. Schmitt	C. M. Malcolm
MT. CARROLL 1,850	Mirror-Democrat (e)	1,050	.021	....	(R) (J) (145)	Mirror-Democrat Co., Inc. K. B. Schmidt & C. M. Feeser, Pubs.	K. B. Schmidt C. M. Feeser		K. B. Schmidt	K. B. Schmidt	George Ascy
MT. VERNON 12,543	Register-News (e)	6,203	.04	....	(I) (AP) (†) (J) (66)	Register-News Co. J. H. Rackaway, Pres.	J. Edwin Rackaway	J. Frank Bogan	C. J. Thompson (bm) Orian Metcalf (cm)	C. J. Thompson (n)	L. Shehorn
MURPHYSBORO 8,183	Independent (e)	3,227	.03	.03	(I) (UP) (mer) (J) (4-103)	James E. Rockwell	James E. Rockwell William G. Pigott	Wm. G. Pigott	Dorothy J. Loiess Ella Hassebrock (cm)	W. B. Inman Margaret Shadron (el)	Albert Charles
OLNEY 6,140	Mail (e)	2,940	.02	.02	(I) (INS) (none)	Lozier D. Yount	Allen Yount (me)		L. D. Yount		L. Tennyson
OTTAWA 13,042	Republican-Times (e)	7,387	.045	....	(I-R) (2)	Republican-Times Ptg. Co. Fred A. Sapp, Pres. & Pub.	L. M. Davis	J. R. Beffel Pat Yale (sp)	Fred A. Sapp V. A. Capsel (cm)	E. J. Kelly O. G. Formhals (el)	L. V. Gonigam
PANA 5,835	Palladium (e)	1,300	.021	....	(D) (J) (141)	Palladium Ptg. Co., Inc. W. B. Jordan, Pres. & Pub.	W. B. Jordan	W. F. Jordan	W. B. Jordan	W. B. Jordan	W. B. Jordan
PARIS 8,781	Beacon-News (e)	5,694	.04	.03	(I-R) (UP) (J) (2)	Beacon Pub. Co. E. M. Jenison, Pres. & Pub.	Edward H. Jenison	Walter S. Jump	E. M. Jenison O. E. Smith (cm)	J. F. Casey G. Horn (el)	Homer Hill Ross Morton (j)
PAXTON 2,902	Record (e)	937	.014	....	(R) (J) (none)	H. H. Stevens	H. H. Stevens				
PEKIN 14,119	Times (e)	4,526	.035	....	(I) (UP) (2)	F. F. McNaughton	F. F. McNaughton Maynard Lemen	L. B. Watson Kenneth Hopkins (sp)	Mildred J. Beardsley (bm) Paul Ketcham (cm)	Virgil Faust Dean Dittmer (el)	Byron Phillippe

(*Continued on page 36*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ILLINOIS (Cont'd)

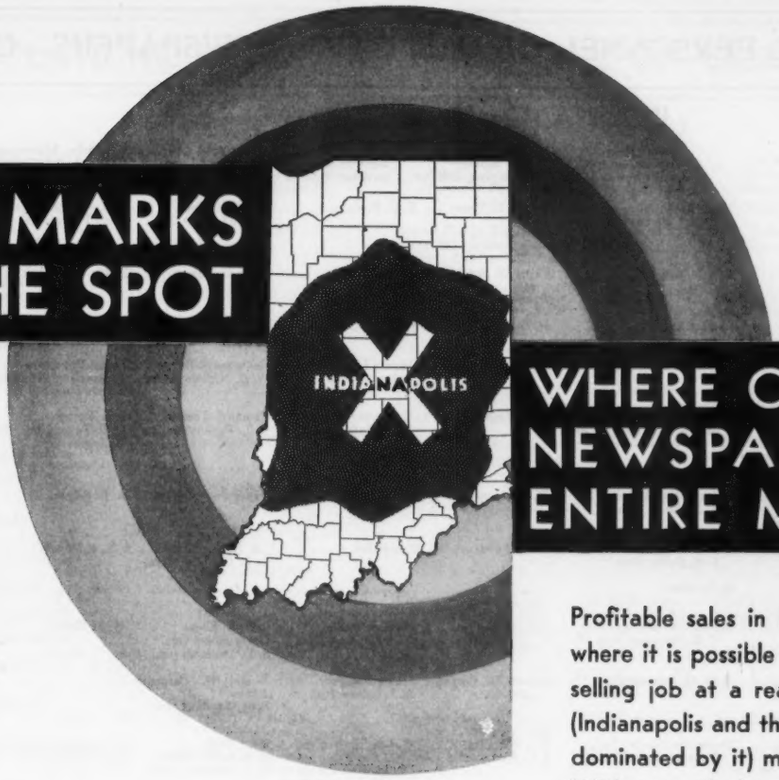
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PEORIA 104,980	Journal (e) 28,460 Transcript (m) 10,723 Total Daily (me) 39,183 Sunday edition (S) 36,600	.... .10 .... .10	(I) (AP) (*S) (†) (mer) (E) (42)	Journal-Transcript, Inc. Mrs. H. M. Pindell, Pres. Carl P. Slane and Merle Slane, Pubs.	F. A. Stowe Merle Slane	Frank L. McGrew Kenneth Jones (sp) R. M. Shepherdson (Su)	Carl P. Slane Isaac F. Block (cm)	Earl Maloney R. A. Pratt (n) H. A. Dryden (cl)		Frank Tobias
	Star (e) 32,409 Sunday edition (S) 38,662	.08 .08	(I-R) (UP,INS) (*S) (†)(E) (51).	Peoria Star Co. Fannie G. Baldwin, Pres. & Pub.	S. A. Oakley	Chas. B. Smith Fred W. Tuerk (sp) Chi Gamble (Su)	Clarence Eyster (cm)	Louis Proehl Roy Ballou (cl)		Bert Manning
PERU 9,121	News-Herald (e) 2,422	.025	.018	(I) (AP) (125)	H. R. Corwin	H. R. Corwin	L. W. Wattman Frank Metzueger (sp)		Charles Miller	
PONTIAC 8,272	Leader (e) 3,408	.03	....	(I-R) (UP) (J) (65)	Leader Pub. Co., Inc. L. V. Pearre, Pres.	L. V. Pearre	G. L. Bigelow Ed Nichols (sp)	L. A. Clark Thelma Donnell (cm)	L. A. Clark	C. S. Brydia
QUINCY 39,241	Herald-Whig (e) 26,534 Sunday edition (S) 26,735	.11 .12	(I) (AP) (2)	Quincy Newspapers, Inc. A. O. Lindsay, Pres.	C. F. Eichenauer Robert Switzer	Helen Osborn Fred D. Gray (sp)	Ray M. Oakley T. C. Oakley (bm) L. G. Thornhill (cm)	A. O. Lindsay (n) L. W. Straley (cl)		Sherman Irish
ROBINSON 4,764	News (e) 3,024	.03	....	(I) (UP) (J) (66)	Lewis & Lewis	F. W. Lewis	Geo. McCarty	K. V. Lewis	L. H. Thompson A. Lewis (cl)	O. Willenborg Clyde Smith (j)
ROCKFORD 85,864	Morning Star (m) 19,806 Register-Republic (e) 30,694 Total Daily (me) 50,500 Sunday edition (S) 22,445 Evening & Sunday (ES)	.... .16 .12 .... .16	(I-R) (AP,UP,INS) (†) (E) (70)	Rockford Consolidated Newspapers, Inc. Ruth Hanna McCormick, Pres.	T. B. Thompson	Robert Roger (m) Harry Milne (sp-m) Edward Aitchison (e) Richard Ramey (sp-e) John Grimes (Su)	Elliott Bartlett Frank White (cm)	C. E. Phillips Russell Chapman (n) Kenneth Nottrass (cl)		E. Arthur Fred Berg
ROCK ISLAND 37,953	Argus (e) 13,693	.055	.04	(I) (AP) (2)	J. W. Potter Co. Mrs. Minnie W. Potter, Pres., J. W. & B. H. Potter, Pubs;	John W. Potter F. E. Brandt, Asso. Ed. James L. Hughes (me).	Arthur H. Williams Maurice Corken (sp)	Ben H. Potter (bm) H. A. Nelson (cm)	F. J. Mueller W. J. Billesbach (cl)	W. F. Schmacht
SAVANNA 5,086	Times-Journal (e) 2,041	.02	....	(R) (UP) (J) (66)	Times-Journal, Inc	D. C. Pickard		D. C. Pickard		
SHELBYVILLE 3,491	Union (e) 1,158	.018	....	(I) (UP) (J) (none)	Union Pub. Co.	W. H. Taylor	Quentin Storm	W. H. Taylor		W. H. Taylor (j)
SPRINGFIELD 71,864	Ill. State Journal (m) 36,755 Sunday edition (S) 35,743	.08 .08 .08 .057	.057	(R) (AP,UP) (mer) (†) (99)	Ira C. Copley	J. Emil Smith	R. A. Rennick R. A. Drysdale (sp) Howard S. Pope (Su)	A. W. Shipton J. Paul Kienzle (cm)	W. F. Dagon R. M. McLean (n) L. B. Chandler (cl)	T. F. Grady
	Ill. State Register (e) 35,423 Sunday edition (S) 32,709	.08 .08	....	(I) (AP) (mer) (144)	Thomas Rees	V. Y. Dallman R. L. Stubbs	J. D. Myers F. A. Wier (sp)	Geo. M. Clendenin F. V. Schuch (cm)	Chas. F. Suesen Walter H. Henkes (n) F. A. Harbauer (cl)	A. R. Wilcox
STERLING (Incl. Rock Falls, 3,900) 16,073	Gazette (e) 6,905	.045	.045	(I-R) (AP) (2)	Sterling Gazette Co. D. W. Grandon, Pres.	D. W. Grandon Geo. G. Grandon	O. S. Storm H. E. Kidd (sp)	D. W. Grandon A. C. Carlson, Asst. Mgr. G. L. Higgins (bm) Geo. Engel (cm)	G. L. Robinson G. L. Higgins (n) R. C. Pettit (cl)	H. T. Tuttle
STREATOR 14,728	Times-Press (e) 7,232x	.045	.04	(I) (INS) (2)	Times-Press Pub. Co.	John R. Fornof	W. J. Godfrey Ralph Hart (sp)	John R. Fornof G. C. Stevens (cm)	John L. Perry	
TAYLORVILLE 7,316	Breeze (e) 3,288	.029	.021	(R) (AP) (J) (65)	Breeze Ptg. Co.	Frank Reed	C. F. Jewell	C. F. Jewell Rex A. Jewell (cm)	Earl L. Jewell	Harold McMaster Donald King (j)
	Courier (e) 2,170	.02	....	(D) (INS) (J) (125)		L. E. Martin		L. E. Martin (bm)	M. Martin	C. F. Dannebarger
URBANA 13,058	Courier (e) 2,967	.03	.025	(R) (UP) (J) (73)	Urbana Courier Co. A. T. Burrows, Pres.	A. T. Burrows T. Wayne Rea	T. Wayne Rea James Nally (sp)	A. T. Burrows Emmet B. Martin (cm)	K. Buchanan A. T. Burrows (n)	W. H. Wright A. T. Burrows (j)
WAUKEGAN 33,499	News-Sun (e) 8,995	.065	.04	(R) (AP,UP,INS) (J) (125)	Keystone Ptg. Service, Inc. F. H. Just, Pres. & Pub.	F. H. Just R. J. Douglas	R. J. Douglas J. Levandusky (sp)	W. L. Just F. Ward Just (bm) F. H. Barney (cm)	F. A. Milhizer W. L. Just (n) D. Conrad (cl)	Wm. Grams
	Times (e) 4,618	.035	....	(I) (J) (66)	Waukegan Pub. Co. Graves Whitmire, Pub.			M. I. Whitmire		
WEST FRANKFORT 14,690	American (e) 4,066	.035	.025	(R) (INS) (†) (J) (66)	Daily American Co., Inc. W. A. Kelly, Pres.	W. A. Kelly W. Henson Purcell	W. B. Goodrich R. G. Kelly (sp)	W. Henson Purcell N. G. Purcell (cm)	T. J. Elkins	Clyde Cooper
WOOD RIVER 8,136	Press (e) .025	.025	....	(None)	C. V. Stahl	C. V. Stahl	Lovell Williams	E. R. Haven (cm)	C. V. Stahl	Glenn Bowman
WOODSTOCK 5,471	Sentinel (e) 3,012	.03	....	(I) (J) (145)	Sentinel Co. C. F. Renich, Pub.	C. F. Renich		C. F. Reinich		

INDIANA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA 4,408	Times-Tribune (e) 1,500	.015	.015	(I) (INS) (mer) (†) (J) (125)	DeLoss Arnold	DeLoss Arnold	R. M. Yelvington	DeLoss Arnold	Ivan G. Arnold	Arthur G. French A. G. French (j)
	News (e)	....	....	(28)	K. J. Sullivan			K. J. Sullivan		A. Duffy
ANDERSON 39,804	Bulletin (e) 13,582	.045	....	(I) (AP) (2)	Bulletin Ptg. & Mfg. Co. Thos. McCullough, Pres.			Thos. McCullough R. H. Clark (cm)		
	Herald (m) 12,452 Sunday edition (S) 12,296	.045 .045 .045	.045	(R) (AP) (†) (J) (92)	Herald Pub. Co. Harriet W. Toner, Pres.	O. W. Bluemle (me)	Harry Baldwin Orville Haven (sp)	Charles H. Neff (bm) E. A. Bailey (cm)	Frank Katterjohn Helen Mundell (n) Jack Rinelove (cl)	Miller Sherry C. Gettinger (j)
ATTICA 3,700	Ledger-Tribune (e) 2,076	.025	....	(R) (J) (66)	J. F. McDermond, Jr.	J. F. McDermond, Jr.		J. F. McDermond, Sr. E. L. Ray (bm) Clyde Shuppert (cm)		
AUBURN 5,088	Star (e) 2,200	.02	.02	(I) (UP) (J) (none)	Auburn Ptg. Co. V. E. Buchanan, Pres. & Pub.	V. E. Buchanan	F. H. Nicoli	V. E. Buchanan		S. G. Kimmell P. A. Hachet (j)
BEDFORD 13,208	Mail (e) 2,023	.025	....	(R) (UP) (none)	Fred B. Otis, Pub.	Fred B. Otis		Fred B. Otis (bm)		
	Times (e) 3,875	.025	....	(D) (AP) (J) (none)	C. P. Butler, Pub.	C. P. Butler	R. B. Dye		W. E. Crawford	B. Moore Harry Young (j)
BICKNELL 5,212	News (e) 2,814	.02	.02	(UP) (125)	Bicknell Newspapers, Inc. Eugene Pulliam, Pres. & P.	R. E. Osborn	R. E. Osborn Wilburn Phillippe	R. E. Osborn Avenell Fox (bm) William Powell (cm)	Avenell Fox	Eve Purcell
BLOOMFIELD 2,300	Greene County World (e) 1,521	.025	.018	(D) (J) (28)	Bloomfield Democrat, Inc. Walter S. Chambers, Pres. & Pub.	James E. Dodd	Mary Slinkard	James E. Dodd	James E. Dodd	L. F. Norris
BLOOMINGTON 18,227	Telephone (e) 6,635 Evening World (e) 4,501	.03 .03	.021 .021	(I-R) (UP) (J) (125) (D) (AP) (†) (J) (28)	B. W. Bradfute Purcell Pub. Co. Ella R. Purcell, Pres.	B. W. Bradfute Geo. W. Purcell	Louis Huff William Miller John Sembower (sp)	B. W. Bradfute Caroline Payne (cm) Geo. W. Purcell Wm. V. Payne, Jr. (cm)	Leon J. Brown M. Lehman (cl) John S. Neal Harry S. Cooper (cl)	Sanford Deckard James Tate (j) Mabel Crites C. Davis (j)
BLUFFTON 5,074	News-Banner (e) 4,852	.032	....	(I) (UP) (J) (none)	News-Banner Corp. David H. Swaim, Pres. & Pub.	Roger G. Swaim	O. O. Craven Franklin Buckner (sp)	Roger G. Swaim F. G. Thompson (bm)	Roger G. Swaim David H. Swaim (n) Pearl Fishbaugh (cl)	Charles Anderson Frank Vimer (j)
		4,325	.035	.035 (R) (UP) (J) (66)	Henkel Pub. Co. George H. James, Pres.	Ralph H. Plumb Geo. H. James	Ralph H. Plumb Dick Lytle (sp)	James A. Raper Carl A. Cottom (cm)	Jos. P. Badger H. A. Potts (n) M. Campbell (cl)	J. F. Asdale J. E. Frew (j)

(*Continued on page 38*)

X MARKS THE SPOT



WHERE ONE DOMINANT NEWSPAPER SELLS AN ENTIRE MARKET *ALONE*

Profitable sales in 1932 will be made in selected markets where it is possible to do a thorough-going advertising and selling job at a reasonable cost. The Indianapolis Radius (Indianapolis and the surrounding 70-mile area economically dominated by it) meets these requirements at every point. With upward of two million consumers, it comprises one of America's major markets . . . metropolitan in size but without certain complications that impair the effectiveness and increase the cost of advertising and selling in many mass markets. For these consumers are 92 per cent native-born white, and 98.7 per cent literate. There are no complexities of race and language. Living standards are uniformly high. Purchasing power is more evenly distributed. There are fewer and smaller consumer "blind spots."

Equally as important as the splendid sales potentialities of the Indianapolis Radius is the fact that it can be thoroughly cultivated through *one* dominant newspaper, for only *one* economical advertising investment. For 37 consecutive years The News has been *first* in advertising in Indianapolis. It is the *home* newspaper of the market . . . *delivered* to the home by a highly developed carrier organization and motor route system . . . *read* in the home . . . and *habitually depended upon* as the family buying guide. The distribution of News circulation closely parallels the distribution of purchasing power. In coverage . . . in reader confidence and responsiveness . . . in its long history of proved productivity . . . The News is amply equipped to sell the Indianapolis Radius for you, economically and profitably . . . ALONE.

Member Sells The Indianapolis Radius Major Market Newspapers, Inc.

THE INDIANAPOLIS NEWS

New York: DAN A. CARROLL, 110 East 42nd Street Chicago: J. E. LUTZ, Lake Michigan Building

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CLINTON 7,936	Clintonian (e) 2,114	.025	....	(I-R) (UP) (mer) (†) (J) (66).	Pierce Press, Inc. Harriet R. Pierce, Pres.	Warren H. Pierce	E. G. Bowman	D. L. Stitt (bm) E. Wood Gause (cm)	E. B. Vaughn (n) Frank P. Pierce (cl)	A. E. Van Horn David Lawson (j)
COLUMBIA CITY 3,805	Commercial-Mail (e) 1,313	....	....	(R)						
	Post (e) 1,785	....	....	(D) (UP) (J) (125)	Post & Mail Pub. Co.	Foster W. Riddick (C-M) James D. Adams (P)	John Q. Adams	James D. Adams	Foster W. Riddick	Randall Gregg
	Combined daily (e) 3,098	.03	....							
COLUMBUS 9,935	Herald (e)	.014	....	(D) (none)	D. D. Locke	D. D. Locke				
	Republican (e) 4,800	.03	.025	(I-R) (AP) (none)	Raymond S. Brown, Pres. & P	Melvin Lostutter	Melvin Lostutter Robert Gordon (sp)	Raymond S. Brown W. H. Nicholson (cm)	Dallas Robertson Raymond S. Brown (n) Lorella Boeschen (cl)	Raymond S. Brown
CONNERSVILLE 12,795	News-Examiner (e) 4,640	.03	.021	(I) (AP) (mer) (†) (J) (116)	News-Examiner Co. Mrs. E. W. Tatman, Pres.	E. I. Higgs	C. Murray E. I. Higgs (sp)	George S. Tatman G. L. Funkhauser (cm).	J. L. Foster G. S. Tatman (n) F. Feigert (cl)	G. C. Chitwood
CRAWFORDSVILLE 10,355	Journal & Review (m) 4,192x	....	....	(I) (AP,UP) (J) (66)	Journal-Review, Inc. A. M. Smith, Pres.	W. E. Coons		Foster Fudge	A. B. Beecher	
	Journal & Review (e) 3,227x	....	....							
	Combined daily (me) 7,419x	.05	....							
DECATUR 5,157	Democrat (e) 3,162	.025	.025	(D) (UP) (J) (125)	Decatur Democrat Co. J. H. Heller, Pres.	J. H. Heller	Dick Heller	J. H. Heller A. R. Holthouse (bm)	A. R. Holthouse	
EDINBURG 2,209	Courier (e) 1,200	.02	....	(R) (J) (none)	E. C. Allison					
ELKHART 32,949	Truth (e) 13,750	.055	....	(I) (AP) (40)	Truth Pub. Co., Inc. C. D. Greenleaf, Pres.	Tom H. Keene	Maurice Frink Tom Stephenson (sp)	Tom H. Keene Harry Sibbet (bm) S. D. Danforth (cm)	W. M. Fuller	D. H. Letherman
ELWOOD 10,685	Call-Leader (e) 3,044	.02	.02	(R) (UP) (J) (125)	Robt. H. Carpenter	Robert H. Carpenter (me)	Harry Neanover A. J. Ballard (sp)	Robert H. Carpenter (bm) Ruth Warshing (cm)		A. J. Smith
EVANSVILLE 102,249	Courier (m) 30,776	.08	....	(D)						
	Journal (e) 9,984	.04	....	(R) (AP,US) (†) (132-46)	Evansville Courier, Inc. Anna Bosse, Pres.	Don Scism (m) J. C. Kerlin (e)	Warner Schoyen (m) C. A. Bondurant (e) Daniel W. Scism (sp-m) Paul M. Bonham (sp-e)	Ed. J. Fehn H. S. Butler (cm-m) G. R. Benedict (cm-e)	A. G. Hollander(adv-dir) D. H. Roberts (cl)	W. J. Rogers
	Combined daily (me) 40,760	.10	....							
	Sunday edition (S) 33,026	.08	....							
	Press (e) 22,770	.06	....	(I) (UP) (†) (128)	Evansville Press Co. Fred R. Peters, Pres. & Pub.	F. R. Peters Frank R. Ford	Noble Reed C. A. Anderson (sp) Clifton Brooks (Su)	F. R. Peters Frank T. Dreher (bm). J. E. Price (cm)	W. H. Skelton Geo. H. Williams (n) W. J. Schoolfield (cl)	Ed Boink
	Sunday edition (S) 24,554	.07	....							
FORT WAYNE 114,946	Journal-Gazette (m) 43,077	.09	.07	(D) AP),UP) (132-46)	Journal-Gazette Co. Lew G. Ellingham, Pres. & Pub.	H. M. Williams Ross S. Nelson	W. M. Kellogg Robert A. Reed (sp) M. M. Ellingham (Su)	Lew G. Ellingham W. G. Mercier (cm)	Abe Schaefer R. D. Kelly (cl)	Charles F. Shafer
	Sunday edition (S) 31,531	.09	....							
	News-Sentinel (e) 48,492	.12	.075	(R) (AP,UP,INS) (*Su) (2)	News Pub. Co. Oscar G. Foellinger, Pres. & Pub.	Arthur K. Remmel	Herbert R. Miller Howard Tenny (sp)	Oscar G. Foellinger Clark A. Ferris (cm)	F. E. Westcott J. Earl Shea Herbert S. Evans (n) Carl Bitzinger (cl)	Wm. L. Wispert
FRANKFORT 12,198	Times (m) 8,119	.05	....	(R) (AP) (J) (125)	G. Y. Fowler Sons Max Fowler, Pres.	Will G. Ross Walter S. Fowler	Paul J. Meifeld Chic Yarbrough (sp)	Max Fowler (bm) Paul W. Sertain (cm)	Morris Fox (local) Paul W. Sertain (n)	Joe B. Agnew
FRANKLIN 5,682	Star (e) 3,173	.025	.018	(I) (UP) (†) (J) (none)	Aikens & Sellers	Raymond H. Sellers	Marc Waggener	W. W. Aikens (bm) M. L. Vandivier (cm)	Jas. A. Waggener Edna Bass (cl)	Noel D. Nay W. W. Aikens (j)
GARY 100,426	Post-Tribune (e) 18,612x	.08	.053	(I) (AP,UP,INS) (†) (20-46)	Gary Ptg. & Pub. Co. H. B. Snyder, Pres. & Pub.	H. B. Snyder A. M. Harris	Arnold Coons Norman S. Werry (sp)	George R. Scott (bm) F. E. Westcott (bm) E. L. Todd (cm)	F. E. Westcott P. H. Blue (cl)	A. S. Cutshaw
GOSHEN 10,397	Democrat (e) 2,447	.02	.013	(D) (AP) (J) (145)	Dean L. Barnhart, Pub. Goshen Democrat, Inc. Louise B. Barnhart, Pres.	D. L. Barnhart	Harold Mellinger Clifford Milnor (sp)	Dean L. Barnhart Mrs. John Sheridan(cm)	Leon H. Summy Katherine Phillips (cl)	Chas. Cotherman Roy Richmond (j)
	News-Times (e) 3,647	.03	.03	(R) (UP) (J) (66)	News Ptg. Co. O. M. Kinnson, Pres.	R. C. Lehman O. M. Kinnison	J. C. Hughes Dale Peffley (sp)	O. M. Kinnison Gretchen Kentner (cm).	W. B. Barnard Esther Weinstein (cl)	W. T. Biscomb
GREENCASTLE 4,613	Banner (e) 2,900	.03	.03	(I) (UP) (†) (J) (66)	Samuel R. Rariden	S. R. Rariden		S. R. Rariden		
GREENFIELD 4,188	Reporter (e) 2,300	.021	....	(I) (66)	Viola B. Spencer	Dale B. Spencer				
GREENSBURG 5,702	News (e) 3,480	.025	.025	(R) (AP) (J) (125)	Greensburg News Pub. Co. Luther D. Braden, Pres.	Viola B. Spencer Luther D. Braden, Ed. Edw. J. Hancock, Ed.	Kenneth N. Rinker	Edw. J. Hancock Walter B. Lowe (bm) Chas. B. Evans (cm)	Walter B. Lowe	Wm. H. Winton O. C. Pearce (j)
HAMMOND 64,560	Times (e) 22,015	.08	.05	(I-R) (UP, INS) (†) (J) (20)	Lake County Ptg. & Pub. Co. Sidmon McHie, Pres. & Pub.	Percy A. Parry	Rex L. Hidy John Whitaker (sp)	W. J. Hastings (bm) Edw. Fitzgerald (bm)	S. M. Postlewaite V. Petersen (cl)	W. J. Hastings (j) R. Grothe
HARTFORD CITY 6,616	News (e) 2,119	.02	.018	(D) (UP) (J) (66)	Edward E. Cox, Printer, Inc. Jack Dolan, Pres.		Nelson Townsend Albert L. Cox (sp)	Jack Dolan	A. G. Emshwiller, Jr.	Ray Lenon
	Times-Gazette (e) 2,115	.02	....	(R) (INS) (†) (J) (119)		H. E. Honey		R. W. Monfort (bm) Cleola Lord (cm)	H. E. Honey	J. A. Brothers
HUNTINGTON 13,420	Herald-Press (e) 6,128	.05	.045	(I) (UP) (†) (125)	Huntington Newspapers, Inc. Yandell C. Cline, Pres. & P.	Yandell C. Cline Cash Keller	Kenneth Keller Andy Keefer (sp)	Yandell C. Cline Earl Robinson (cm)	Howard W. Zinn M. M. Tavinger (cl)	S. D. Bryan
	Sunday edition (S) 6,107	.05	....							
	News (m) 3,325	.03	....	(R) (AP) (J) (132)	Huntington Ptg. Co., Inc. F. E. Cutshall, Pres.	F. E. Cutshall	Neal O. Hines Jack Nie (sp) C. M. Paul (Su)	F. E. Cutshall J. E. Chapman (cm)	Tom Coughlin	F. E. Cutshall
	Sunday edition (S) 3,325	.03	....							
INDIANAPOLIS 364,161	Commercial (m) 2,245	.08	.08	(I) (J) (115)	Commercial Pub. Co. Mark R. Gray, Pres.	Mark R. Gray		Albert O. Evans		F. D. Jackson
	News (e) 132,544	.27	.18	(I-R) (AP, UP) (mer) (†) (E) (24-83)	News Pub. Co. Warren C. Fairbanks, Pres. & Pub.	Louis Howland Ray D. Everson	Walter McCarty Ray Thompson (sp)	Warren C. Fairbanks Frank T. Carroll (bm) Ray S. South (cm)	Robt. A. Wolfe (local) Samuel G. Howard (n) Marshall Trippe (cl)	Clarence W. Doll
	Star (m) 112,178	.22	....	(I-R) (AP, UP) (*S) (†) (J) (E) (70-10)	Star Pub. Co. John C. Shaffer, Pres. & Pub.	John C. Shaffer James A. Stuart	Wm. L. McClure W. Blaine Patton (sp) Donald McClure (Su)	B. F. Lawrence Charles Payne (cm)	W. D. Keenan Donald G. Hays (n) L. Parker Likely (cl)	Charles J. Gary (j)
	Sunday edition (S) 139,705	.27	....							
	Times (e) 73,026	.15	.08	(I) (UP) (†) (E) (128)	Times Pub. Co. Roy W. Howard, Pres.	Boyd Gurley Stanley A. Tullsen	Chas. Weddle Edward Ash (sp)	Earl D. Baker (bm) C. W. Bevinger (cm)	E. A. Tapscott Frank Losch (n) Elmer Richter (cl)	John G. Stuart
JEFFERSONVILLE 11,946	News (e)	.025	....	(D) (INS) (J) (28)	George H. Voigt	Lunsford Jones		Katharine P. Carroll	Katharine P. Carroll	Earl Krear
KENDALLVILLE 5,439	News-Sun (e) 2,210	.02	....	(I) (UP) (J) (66)	Kendallville Pub. Co. C. W. Bridenthal, Pub.		R. V. Fischer	C. W. Bridenthal	H. P. Shew C. W. Bridenthal (n)	W. S. Osborn
KOKOMO 32,843	Tribune (e) 14,294	.07	.07	(R) (AP) (2)	John A. Kauts	John A. Kauts E. M. Souder	Don F. Hall Lee J. Noble (sp)	John A. Kauts H. A. Rayburn (bm) Geo. B. Bender (cm)	G. J. Murphy H. A. Rayburn (n) G. J. Murphy (cl)	E. T. Hamilton (mng) A. H. Edwards (Pres)

(Continued on page 39)

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

INDIANA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl .Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LAFAYETTE	Journal & Courier									
15,755	(m) **9,327**	....	....	(I-R) (AP,INS) (†) (81)	Journal-Courier Pub. Co.	Geo. W. Stout	H. H. Heimlich	F. P. Vogt (bm)	E. F. Gery	Geo. Kummings
	Journal & Courier				Henry W. Marshall, Jr., Pub.	H. C. Light	G. Graham (sp)	John T. Hoffman (em)		
	(e) **14,844**	....	....		Henry W. Marshall, Pres.					
	Combined daily									
	(me) **24,171**	.07	....							
LA PORTE	Herald-Argus									
15,755	(e) **6,458**	.04	.024	(I) (UP) (J) (1)	La Porte Ptg. Co.	Chas. A. Beal	Forbes Julian	H. A. Lindgren	John J. Ludwig	P. F. Wells
					H. A. Lindgren, Pres. & Pub.	Cy R. Parker	Lee R. Spaeth (sp)	Chas. A. Beal (bm)	H. S. Badger (n)	Chas. Deacon (j)
								M. E. Moyer (cm)	Helen Dalton (cl)	
LEBANON	Reporter									
6,445	(e) **3,407**	.03	....	(I) (UP) (J) (66)	E C. Pulliam, Pres. & Pub.	Jesse M. Batterton	Al Wynkoop	Jesse M. Batterton	J. R. Cunningham	Earle Gillette
LOGANSPORT	Pharos-Tribune							Adren Sloop (cm)		
18,508	(e) **12,314**	.05	.05	(I) (UP) (1)	S. O. Berman, Pub.	Frederick Landis	Allen Sauers	S. O. Berman	H. C. Mull	John R. Dwyer
					Pharos Tribune Co		John Carroll (sp)	H. C. Mull (bm)		
					J. F. Digan, Pres.			John M. Dunn (em)		
	Press									
	(m) **12,324**	.045	.01	(R) (AP) (†) (2)	Cass Co. Pub. Co.	Wm. H. Kerrigan	Fred Franklin	W. H. Kerrigan	Waller	
							Harry Rinear (sp)	Geo. Hartt (em)	C. E. Elliott (n)	
	Sunday edition									
	(S) **12,632**	.045	....							
MADISON	Courier									
6,530	(e) **2,893**	.025	.025	(R) (AP) (4-103)	Courier Co.	M. E. Garber	Lloyd G. Neal	M. E. Garber		Clarence Spivey
					M. E. Garber, Pres. & Pub.			G. P. Skeldon (em)		
	Herald									
	(e) **1,073**	.018	....	(D) (INS) (3)		M. H. Cochrane		J. B. Niesse		
								G. B. Niesse (em)		
MARION	Leader-Tribune									
24,496	(m) **9,079**	....	....	(D) (AP) (†) (141)						
	Chronicle									
	(e) **9,008**	....	....	(R) (AP,INS) (†) (141)	Chronicle Pub. Co., Inc.	Carl Houston (m)	Drysdale Brannon	Gardner J. Thomas(bm)	Ed. W. Camp	Earl L. Hall
	Combined daily				David B. Lindsay, Pres.	George B. Lindsay (e)	Fred Prail (sp)	Chas. E. Thompson(em)	Floyd L. Sailors (cl)	
	(me) **18,087**	.075	....			Keith L. Johns (me-m)	Carl L. Houston (Su)			
	Sunday edition					W. W. Durbin (me-e)				
	(S) **16,165**	.075	....							
MARTINSVILLE	Reporter									
4,962	(e)	.02	....	(I) (UP) (J) (125)	H. J. Martin	H. J. Martin				
MICHIGAN CITY	Disptach									
24,735	(e) **3,198**	.02	.02	(D) (UP) (J) (28)	Disptach Pub. Co., Inc.	Wray E. Fleming	Louis J. Carow (sp)	Pleas E. Greenlee (bm)	R. E. Moss	H. C. Crosby
					Wray E. Fleming, Pres.			Howard Greenlee (em)	Pleas E. Greenlee (n)	
	News									
	(e) **5,869**	.04	.035	(R) (INS) (mer) (J) (66)	Robb & Misener	H. E. Misener (me)	E. J. Purple	H. R. Misener	L. W. Linard	L. Miller
							John Keys (sp)	H. E. Northam (bm)		E. Olsen (j)
								L. Snyder (em)		
MONTICELLO	Journal									
2,625	(e) **1,770**	.021	.018	(I) (UP) (J) (none)	Tippecanoe Press	Lawrence Corey	Mrs. Mabel Overman	D. J. Wickiser	Virgil McClintic	Edwin Shell
								Russell Jenkins (em)	D. J. Wickiser (n)	D. J. Wickiser (j)
MOUNT VERNON	Democrat									
3,065	(e) **2,035**	.018	.018	(D) (UP) (J) (125)	E. F. Alles	O. R. Hall	Gene Russell	E. F. Alles	O. R. Hall (n)	J. L. Clark
MUNCIE	Press									
46,548	(e) **14,690**	.05	.035	(I-R) (AP,UP) (†) (120-121)	Press Pub. Co.	Wilbur E. Sutton	Herbert Silverburg	Walter A. Letsler	C. E. Johnson	
					George B. Lockwood, Pres. & Pub.	Leon Parkinson		Gordon Lockwood (bm)	Gordon Lockwood (n)	
								J. T. Edwards (em)	R. J. Kem (cl)	
	Star									
	(m) **23,337**	.08	.04	(I-R) (†) (70-10)	Star Pub. Co.	John C. Shaffer	W. V. Winder	Harry F. Guthrie	L. A. Baldwin	
	Sunday edition				John C. Shaffer, Pres.	F. E. Harrold	Bob Barnett (sp)	H. E. Payne (em)	H. F. Guthrie (n)	
	(S) **15,142**	.08	....				J. E. Ferris (Su)		T. E. Skillman (cl)	
NEW ALBANY	Tribune									
25,819	(e) **3,227**	.025	....	(R) (J) (141)	W. S. Montgomery	W. S. Montgomery				
NEW CASTLE	Courier-Times									
14,027	(e) **8,280**	.05	.05	(I) (AP) (†) (J) (125)	New Castle Ptg. Co.	W. S. Chambers	Allen C. Hiner	W. S. Chambers	Alfred Marshall	Leroy Decker
					W. S. Chambers, Pres.	Scott Chambers	Robt. Stranahan (sp)	Alfred Marshall (bm)	Harry Cooper (cl)	A. L. Young (j)
								Gilford Eden (cm)		
NOBLESVILLE	Ledger									
4,811	(e) **3,159**	.025	....	(R) (UP) (J) (125)	Daily Ledger, Inc.			C. S. Neal		
					E. E. Neal, Pres. & Pub.					
PERU	Tribune									
12,730	(e) **6,775**	.045	.036	(I) (UP) (66)	Don M. Nixon, Pub.	Don M. Nixon	Thomas J. Walsh	Don M. Nixon	R. C. Averitt	Geo. Van Steenberg
					M. L. Ray, Pres.	Thomas J. Walsh	Harold Needham (sp)	M. L. Doriot (bm)	M. L. Doriot (n)	
								Clyde Lawrence (em)	Amy Souder (cl)	
PLYMOUTH	Democrat									
5,290	(e) **2,002**	.03	.03	(D) (INS) '28	Metsker & Gibson	Roland B. Metsker	Roland B. Metsler	Clay W. Metsker	Clay W. Metsker	R. M. Rathfon
						Clay W. Metsker				
	Pilot									
	(e) **2,289**	.025	....	(R) (UP) (J) (125)	Pilot Co.	Samuel E. Boys	Howard Grossman	Samuel E. Boys	S. E. Boys	Arthur Bibler
					Samuel E. Boys, Pres.			Alfred R. Boys (em)	Robt. Bibler (cl)	W. F. Heighton (j)
PORTLAND	Commercial-Review									
5,276	(e)	....	....	(R)						
	Sun									
	(e)	....	....	(D) (UP) (125)				A. A. Kist (bm)	A. A. Kist	
	Combined Evening							A. E. Lee (em)		
	(e)	.03	....							
PRINCETON	Clarion-News									
7,505	(e) **2,263**	.02	.025	(R) (AP) (125)	Clarion Pub. Co.	Fred R. Ewing	Robert Lawrence	Fred R. Ewing	G. B. Grigsby	George R. Wire
					George B. Grigsby, Pres.	Roderick Munford		George B. Grigsby (bm)		
	Democrat									
	(e) **3,403**	.02	.02	(I-D) (UP) (J) (28)	John C. Gorman					
RENSSELAER	Republican									
2,798	(e) **800**	.021	....	(R) (J) (none)	S. C. Robinson, Pub.	H. B. Clark		S. C. Robinson (bm)		
								H. B. Clark (em)		
RICHMOND	Palladium									
32,561	(e) **10,539**	....	....							
	Item									
	(m) **13,177**	....	....	(I) (AP,UP) (17)	Palladium Pub. Corp.	R. G. Leeds	Marvin H. Pickett(nws)	E. H. Harris	Hoyt F. Boylan	Guy A. Righter
	Combined daily				E. H. Harris, Pres.	Luther M. Feeger	Kenneth Murphy (sp-e)	Leonore T. Walker (cm)		
	(me) **23,716**	.09	.05				Keith R. King (sp-m)			
	Sunday edition									
	(S) **14,454**	.09	....							
ROCHESTER	News-Sentinel									
3,518	(e) **2,852**	.025	.021	(I) (UP) (J) (125)	Barnhart-Van Trump Co.	Hugh A. Barnhart	Carl Van Trump	Hugh A. Barnhart	Hugh A. Barnhart	Floyd Van Trump
					Hugh A. Barnhart, Pres. & Pub.		Arthur Coplen (sp)			
RUSHVILLE	Telegram									
5,709	(m) **721**	....	....							
	Republican									
	(e) **2,698**	....	....	(R) (D) (AP) (J) (125)	Republican Co.	L. C. Hiner		E. J. Hancock		
	Combined daily				E. J. Hancock, Pres.			B. O. Simpson (bm)		
	(me) **3,419**	.03	....							
SEYMOUR	Tribune									
7,508	(e) **2,506**	.02	....	(I (AP) (mer) (†) (J) (125)	(Tribune Co., Inc.	John H. Conner	Perry Wesley	J. H. Conner (bm)	P. R. McGuire (n)	C. H. Resiner
					J. H. Conner, Pub.		Paul McGuire (sp)	W. H. Hughes (em)	J. H. Conner (n)	W. H. Noelker (j)
					R. E. Harris, Pres.					
SHELBYVILLE	Democrat									
10,618	(e) **3,953**	.025	....	(D) (AP) (J) (125)	Democrat Pub. Co.	John D. DePres	Ralph Cheshire	John D. DePres	Marion Ayres	Wm. J. Goebel
					D. W. Avery, Pres.	Ralph Cheshire	Norman Thurston (sp)	Harry Atwood (em)	T. H. Coon (n)	W. L. McNeely (j)
	Republican									
	(e) **2,325**	.02	....	(R) (UP) (J) (26)	Shelby Ptg. Co.	Russell E. Goodrich	Joe Scheleen	Russell E. Goodrich	W. Richeson	James Creech
					Enos Porter, Trustee.			Henry Hall (em)	R. E. Goodrich (n)	
									Leo Kinman (cl)	
SOUTH BEND	News-Times									
104,193	(e) **28,009x**	.08	.07	(I) (UP,INS) (†) (E) (81-11)	News-Times Ptg. Co.	McCready Huston	Frank T. Ahern	M. F. Reed	Neal B. Welch	W. A. Haffner
	Sunday edition				Fred Millis, Pres.	W. J. Moyer	Walter Willey (sp)	R. W. McInerny (em)	R. H. McAuliffe (n)	
	(S) **27,041x**	.08	....				Gerald Willey (Su)		Dean J. Wilhelm (cl)	
	Tribune									
	(e) **30,201x**	.08	.06	(I-R) (AP) (†) (E) (135)	South Bend Tribune	F. A. Miller	W. R. Walton	C. E. Crockett (bm)	W. S. Bowman	
					F. A. Miller, Pres.	R. H. Horst	Jack Ledden (sp)	Neil C. Snyder (em)	E. J. Meehan (n)	
	Sunday edition								H. M. Hatfield (cl)	
	(S) **29,003x**	.08	....							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SPENCER 7,508	World (e) 1,329	.02	.018	(D) (28)	Purcell Pub. Co. Ella R. Purcell, Pres.	Clifford Livingston	Clifford Livingston	George W. Purcell Louise Watts (cm)	Clifford Livingston	Damon Shields
SULLIVAN 3,306	Times (e) 3,000	.025	.025	(D) (UP) (J) (none)	Paul Poynter and A. G. McGuire, Pubs.	A. G. McGuire		A. G. McGuire	A. C. McGuire	A. C. McGuire
TERRE HAUTE 62,810	Star (m) 23,437	....	....	(R)						
	Tribune (e) 25,389	....	....	(D)						
	Combined daily (me) 48,826	.06	....	(AP,UP) (*S) (†) (132-46)	Tribune Pub. Co. Bruce F. Failey, Pres.	George Padgett (m) Wm. F. Cronin (e)	Morton P. House Robt. Nesbit (sp-m) Ralph White (sp-e) Wm. F. Cronin (Su)	A. C. Keifer Edgar White (bm) James Hanrahan (cm)	Frank Shannon Louis F. Keifer (n) Katherine Heinig (cl)	Albert White
	Sunday edition (S) 29,301	.06	....							
				(Note:— Rate change effective April 1, 1932 — Combination rate with Tribune 13 cts. Sunday rate to .08)						
TIPTON 4,861	Tribune (e) 2,722	.02	....	(I) (J) (125)		F. N. Ramsey		C. L. O'Banion (bm) I. M. O'Banion (cm)	F. N. Ramsey	
UNION CITY 4,389	Times (e) 3,041	.021	....	(R) (J) (†) (28)		R. Patchell		R. Patchell Roy Mote (cm)		
VALPARAISO 8,079	Vidette-Messenger (e) 4,635	.035	.03	(I-R) (UP,INS) (66)	Vidette-Messenger Co. Lynn M. Whipple, Pres.	Lynn M. Whipple	Englebert Zimmerman	Avery B. Weaver (bm). M. A. Gregory (cm)	A. B. Garman	John G. Allett
VINCENNES 17,564	Sun-Commercial (e) 9,054x	.06	.06	(D) (AP,UP) (125)	Vincennes Newspapers, Inc. John D. Hogue, Pres.	John D. Hogue, Jr. Howard Houghton	Ross Garrigus Paul Ellis (sp) Howard Houghton (Su)	John D. Hogue, Jr. Victor Worland (cm)	Victor Wiseman George Byers (cl)	Henry Beck
	Saturday edition (Sat.) 5,952x	....	....							
	Sunday edition (S) 9,626x	.06	....							
	Times (m) 5,483	.04	....	(I)		A. A. Mercy		Fred H. Moore (bm) L. H. Duggins (cm)		
	Sunday edition (S) 5,483	.04	....							
WABASH 8,840	Plain Dealer (e) 5,824	.04	....	(I) (UP) (J) (66)	Plain Dealer Co. Don M. Nixon, Pres.	Earl W. Hamer	Robert Milliner (sp)	Don M. Nixon Esta Sprinkle (bm) Chris Gruell (cm)	Glen Buffington Lera Delauter (cl)	Will Derr
WARSAW 5,730	Times (e) 3,707	.032	.032	(R) (UP,INS) (J) (none)	Reub Williams & Sons Loran H. Williams, Pres. & Pub.	L. H. Williams R. B. Williams	E. H. Dodge Earl Himes (sp)	Ted Williams Raymond B. Williams (bm) Elva Hudson (cm)	R. B. Williams Elva Hudson (cl)	Frank Gibbard
	Union (e) 2,434	.025	.025	(D) (AP) (none)	Warsaw Union, Inc. R. W. Bartol, Pres.	R. O. Nusbaum	Ignota White	Ralph W. Bartol Chas. W. Bartol (cm)	Chas. W. Bartol Ralph W. Bartol (n)	LeRoy Smith
WASHINGTON 9,070	Herald (e) 3,633	.025	.021	(R) (AP) (J) (1)	Gazette & Herald Co. Paul R. Bausman, Pres. & P.	Paul R. Bausman	Earl McCafferty Donald Ellis (sp)	Paul R. Bausman John Horrall (cm)	E. E. Preble Paul R. Bausman (n)	Frank Hartig Donald Ellis (j)
	Democrat (e) 3,545	.025	.025	(D) (UP) (J) (125)	Boyd & Backes	S. B. Boyd & Henry Backes Henry Backes	Ralph I. Burris E. G. Brouillette (sp)	S. Boyd & H. Backes Henry Backes (bm) Mildred Bowling (cm)	E. G. Brouillette Sam B. Boyd (n)	Wm. Himburg

IOWA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMES 10,261	Tribune-Times (e) 4,933	.04	....	(I-R) (UP) (J) (40)	Tribune-Republican Co. J. L. Powers	J. L. Powers T. F. Crocker	Floyd Corliss Robert Murray (sp)	J. L. Powers J. L. Powers, Jr. (bm) M. K. Sawyer (cm)	J. L. Powers, Jr Mrs. L. L. Shannon (cl)	C. O. Powers
ATLANTIC 5,585	News-Telegraph (e) 4,200	.04	.03	(I-R) (INS) (20)	E. P. Chase	E. P. Chase	Walter Tracy	E. P. Chase	L. R. Otto	
BOONE 11,886	News-Republican (e) 4,828x	.035	....	(R) (AP,UP,INS) (J) (none)	S. G. Goldthwaite	S. G. Goldthwaite George Brunton	Kenneth Goodrich	S. G. Goldthwaite Geo. Brunton (bm) Ralph Capps (cm)	Marlin Aasgaard (local) Paul Lindemeyer n) Bertha VonKrog (cl)	Fred E. Henry
BURLINGTON 26,755	Gazette (e) 12,640	.05	....	(I-D) (AP) (†) (J) (E) (132-46)	Joseph H. Coffin	Thomas Green	Charles McLaury Wm. Bayliss (sp)	Chas. M. Morgan (bm) P. B. Parry (cm)	Chas. M. Morgan	
	Hawk-Eye (m) 11,218	.05	.035	(R) (AP) (32)	J. Tracy Garrett, Pub. Burlington Hawk-Eye Co. George S. Tracy, Pres.	J. Tracy Garrett R. L. Getty	T. R. Hammer Edward Dent	J. Tracy Garrett H. E. Morgan (bm) L. O. Warmbold (cm)	H. E. Morgan	Carl Ebert
	Sunday edition (S) 13,121	.05	....							
CARROLL 4,691	Herald (e) 1,844	.03	.025	(I) (AP) (J) (40)	James R. Rhodes, Pres. Herald Pub. Co.	George M. Hinshaw		James W. Wilson	James W. Wilson	H. L. Jessee
CEDAR FALLS 7,362	Record (e) 2,836	.025	....	(R) (INS) (J) (none)	C. S. Coddington	G. E. Campbell (news) C. S. Coddington (me)	Wm. Severin	C. S. Coddington M. McKitrick (cm)	H. M. McManus	A. E. Brown
CEDAR RAPIDS 56,097	Gazette & Republican (e) 35,162	.12	....	(I) (AP,UP,INS) (2)	Gazette Co. J. L. Miller, Pres.	H. L. Marshall Verne Marshall	John Battin Earl Coughlin (sp) Edw. Dose (Su)	John L. Miller J. N. Faulkes (cm)	George Lee Charles Moore (cl)	
	Sunday edition (S) 33,907	.12	....							
CENTERVILLE 8,147	Iowegian & Citizen (e) 5,729	.04	....	(R) (UP) (J) (40-46)	J. M. Beck and J. R. Needham	J. M. Beck Chas. B. DePuy	Lawrence Scott	J. R. Needham C. E. Triebswetter (cm)	William Bean J. M. Beck (n)	J. Ray Ellis
CHARLES CITY 8,039	Press (e) 3,356	.03	....	(R) (UP,INS) (J) (40)	L. H. Henry	L. H. Henry		H. S. Henry		S. C. Henry
CHEROKEE 6,443	Times (e) 2,363	.03	.03	(I-R) (AP) (J) (40)	Times Pub. Co. Justin Barry, Pres.	Justin Barry Paul H. Caswell	Max Gordon	Justin Barry (bm) M. Slaughterbeck (cm)	R. J. Racely K. Bierden (cl)	V. Riordan
CLARINDA 4,962	Herald (e) 2,824	.035	.035	(I) (INS, CPA) (J) (40)	Clarinda Pub. Co., Inc. P. B. Woolson, Pres.	P. B. Woolson C. C. Caswell	George D. Woolson	C. C. Caswell Lee Johnson (cm)	Maida E. Taylor M. E. Taylor (n) M. Lindsay (cl)	C. C. Caswell
CLINTON 25,726	Herald (e) 18,626	.08	....	(I) (AP,UP,INS) (J) (2)	Clinton Herald Co. C. H. Young, Pres.	W. C. Eastland	L. F. White J. H. Ryan (sp)	A. M. Clapp A. E. Meyer (cm)	J. J. O'Connor A. M. Clapp (n) M. X. Garringer (cl)	P.F. Kamler
COUNCIL BLUFFS 42,048	Nonpareil (e) 16,633x	.07	....	(I-R) (AP) (†) (116)	New Nonpareil Co. D. W. Norris, Pres.	W. R. Orchard W. P. Hughes	Clark Galloway Leroy Wallace (sp)	W. P. Hughes Robt. R. O'Brien (bm). John O'Brien (cm)	James Winters Ora L. Taylor (n)	Merle Kamerer
	Sunday edition (S) 16,630x	.07	....							
CRESTON 8,615	News-Advertiser (e) 4,525	.04	....	(I) (AP) (†) (40)	Joel R. Hill News Advertiser Co. Frank Thayer, Pres.	Geo. A. Croft	Harlan Mohler Jack Moran (sp)	Joel R. Hill	Willis Bywater Joel R. Hill (n) Alma Johnson (cl)	Ralph Griffin
DAVENPORT 60,751	Democrat & Leader (e) 14,229	....	....	(D) (AP,UP) (†) (32)	R. W. Cram E. P. Adler, Pres.	Hugh Harrison	John O'Donnell	Victor Martin V. N. Dorgan (cm)	Frank Gorman	C. H. Bleuer
	Sunday edition (S) 17,389	....	....							
	Times (e) 25,328	....	....	(I-R) (AP,UP) (†) (32)	Times Co. E. P. Adler, Pres.	R. J. Leysen	R. L. Klauer L. Kautz (sp)	E. P. Adler F. Russell (bm) R. Evans (cm)	L. Turnbull E. P. Adler (n) J. Klouda (cl)	
	Combined Evening (e) 39,557	.14	.12							
DES MOINES 142,559	Register (m) 126,450	....	....	(I-R) (AP, UP, INS, US) (*S) (†) (J) (E) (74-111)	Gardner Cowles John Cowles (Asso. Pub.) Register & Tribune Co. Gardner Cowles, Pres.	Harvey Ingham Gardner Cowles, Jr. (exec-ed.) Basil Walters (me)	Richard Wilson (m) Paul Cotton (e) G. W. Taylor (sp-m) Jack North (sp-e) Vernon Pope (Su)	Gardner Cowles Harry T. Watts (bm) W. A. Cordingley (cm)	Forrest R. Geneva Chas. J. Feldmann (n) Harry Keller (cl)	Leon Link W. H. Ammons (j) F. B. Hilliker (j)
	Tribune (e) 114,394	....	....							
	Combined daily (me) 240,844	.45	.45							
	Sunday edition (S) 214,450	.45	....							
	Sunday & evening (Se)	.65	....							
	Sunday & morning (Sm)	.65	....							

(*Continued on page 42*)

In IOWA.... ....
Merchandise Moves
at these 27 Strategic Points

The group of newspapers comprising the Iowa Daily Press Association have a total circulation of 475,306 in markets having a total of 590,624 families. Thus they (and they alone) deliver 80 per cent coverage (100% merchandisable) in the 26 trading areas which they serve. Attempting to move merchandise in these markets by advertising in other than these newspapers would be spreading circulation so thin as to be of little value. No other newspaper, or set of newspapers, can come anywhere near approaching the 80 per cent merchandisable coverage afforded in Iowa by the Iowa Daily Press Association.

THE dots on this map show the locations of 27 key market centers in which Iowa buys merchandise. Twenty-seven of them—not just one. No big city dominates Iowa. No city has, in fact, even 165,000 population. Consequently, the advertising that sells in Iowa is the advertising that appears in each of the daily newspapers in these 27 key cities. Without it, no campaign can claim Iowa coverage. With it, the advertiser gets 80% coverage in 27 rich Iowa markets—and something else equally as important.

Advertising in the daily papers of these 27 key cities is 100% merchandisable. Selling your advertising campaign to an Iowa dealer is easy, when it's going to run in his local daily paper. Then, he can watch it—cooperate with it—definitely measure its results. He *can*—and he *does*.

In other words, when an advertiser bids for Iowa sales, and does it through daily papers in Iowa's 27 key markets, his bid is on the spot where the goods are to be sold. Instead of starting that bid on a round-about circle that may get into the markets desired—and may not.

Iowa has consistently been cited by business experts as the state most favorably situated for sales. And it enters 1932 with that distinction still apparent. Iowans still have money—still spend it. In 1931, for example, they spent more money for gasoline than ever before. Stock sales for new banks in Davenport and Newton were oversubscribed. Federal projects in the state, planned for 1932, will bring more than 15 million dollars to Iowa.

Iowa has the money to buy your goods—and will spend it, providing your advertising appears in these daily papers that cover 80% of the families in Iowa's 27 key markets. Placed there, your advertising is *read*. Placed there, your advertising can be *merchandised 100%*. Placed there, your advertising does its job. Sells your goods to people who *can* buy—people who watch their local daily papers for news of *what* to buy.

IOWA DAILY PRESS ASSOCIATION

Office of the President, Council Bluffs, Iowa

Executive office, 327 Ins. Exch. Bldg., Des Moines, Iowa

Ames ..... Tribune
Boone ..... News-Republican
Burlington ..... Gazette
Burlington ..... Hawk-Eye
Cedar Falls ..... Record
Cedar Rapids ..... Gazette & Republican
Centerville... Iowegian & Citizen
Clinton ..... Herald
Council Bluffs..... Nonpareil
Creston ..... News-Advertiser
Davenport .. Democrat & Leader
Davenport ..... Times
Dubuque.... Telegraph-Herald & Times-Journal
Fort Dodge..... Messenger & Chronicle
Fort Madison ..... Democrat
Iowa City ..... Press Citizen
Keokuk ..... Gate City
Marshalltown ..... Times-Republican
Mason City..... Globe-Gazette
Muscatine..... Journal & News-Tribune
Newton ..... News
Oelwein ..... Daily Register
Oskaloosa ..... Herald
Ottumwa ..... Courier
Perry ..... Chief
Sioux City ..... Journal
Sioux City ..... Tribune
Washington ..... Journal
Waterloo ..... Daily Courier

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

IOWA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DUBUQUE	Catholic Tribune									
41,678	(m) 20,583	.07	.07	(I) (INS, NCWC, CP) (28)	Catholic Ptg. Co. Inc	Charles N. Nennig John P. Gonner	Anthony F. Klinkner Carl D. Ohs (sp)	John P. Gonner J. Ray Brown (cm)	J. J. Clardy	John P. Gonner
	Sunday edition (S) 20,583	.07	....							
	Telegraph-Herald & Times-Journal (e) 33,128	.10	.10	(I) (AP, UP, INS) (†) (J) (1)	Telegraph-Herald Co. F. W. Woodward, Pres.	E. G. Fairfield	C. A. Wilmhelm (sp)	F. W. Woodward W. J. Arndt (cm)	F. J. Laughlin C. Kress (cl)	E. Koehler W. W. Lilly (j)
	Sunday edition (S) 33,470	.10	....							
ESTHERVILLE	News									
4,940	(e) 2,887	.03	....	(I) (AP) (40)	Deemer Lee	Deemer Lee			Fred Olson	
FAIRFIELD	Ledger									
6,619	(e) 4,458	.035	.03	(I-R) (UP) (40)	Fairfield Daily Ledger Don McGiffin, Pres.	Dean Taylor	Ben Taylor William Baker (sp)	Don McGiffin Walter E. Williams (bm)	Walter E. Williams Emma Campbell (cl)	Fred Doyle
FORT DODGE	Messenger & Chronicle									
21,895	(e) 12,615	.06	....	(I) (AP) (J) (116)	Messenger Ptg. Co C. A. Roberts, Pres.	C. A. Roberts G. P. Mitchell			W. G. Hale	
FORT MADISON	Democrat									
13,779	(e) 5,173x	....	....	(I) (UP) (mer) (†) (J) (60)	Ward T. Mershon, The Democrat Co W. J. McGiffin, Pres.	S. W. Mitchell	Jack McFarland Ed. Connelly (sp)	Ward T. Mershon H. L. Peterson (cm)	E. Dunham Ashby W. T. Mershon (n) Gladys Williams (cl)	Geo. Bubb E. Carstens (j)
IOWA CITY	Press-Citizen									
15,340	(e) 7,066	.04	.04	(I) (AP) (37)	Press-Citizen Co Merritt C. Speidel, Pres.	Merritt C. Speidel Graham M. Dean	Edwin B. Green Jack Patton (sp)	Merritt C. Speidel Edw. A. Chappell (bm). William F. Wade (cm).	E. A. Chappell G. L. Dibb (n) L. Edwards (cl).	Guy J. Chappell
KEOKUK	Gate City									
15,106	(e) 5,595	.04	....	(I) (AP) (2)	Gate City Co Dale E. Carrell, Pres.	Walter Burton F. C. Smith	F. C. Smith Douglas Lamont (sp)	Dale E. Carrell C. C. Carrell (bm) Henry Nelson (cm)	C. M. Thornton C. C. Carrell (n)	Victor Holiday
MARSHALLTOWN	Times-Republic									
17,373	(e) 10,752x	.05	....	(R) (AP) (none)	Times-Republican Ptg. Co D. W. Norris, Pres.	F. A. Moscrip Don K. Hooper	J. A. Whitacre Geo. S. Mills (sp)	George F. Thayer	George F. Thayer (cm)	
MASON CITY	Globe-Gazette									
26,370	(e) 17,511x	.07	....	(I-R) (AP,UP) (32)	Lee L. Loomis Mason City Globe-Gazette Co E. P. Adler, Pres.	W. Earl Hall (me)	Enoch Norem Carl Wright (sp)	Lee P. Loomis I. W. Hillstrom (cm)	Lloyd L. Geer Lee P. Loomis (n)	
MISSOURI VALLEY	Times									
4,230	(e) 1,832	.03	.025	(I) (AP) (J) (40)	James R. Rhodes	George H. Seigle Virgil S. Smith	D. L. Withrow	George H. Seigle N. M. Ward (cm)		W. M. S. Dale
MT. PLEASANT	News									
3,743	(e) 2,750	.03	.021	(R) (J) (40)	News Pub. Co Charles S. Rogers, Pres.	A. M. Patterson		W. K. Rogers (bm)	L. M. Truesdell	E. D. Nicholson E. J. Peterson (j)
MUSCATINE	Journal & News-Tribune									
16,778	(e) 7,104	.04	....	(I) (AP) (†) (32)	Journal Ptg. Co C. R. Rabedeaux, Pub. E. P. Adler, Pres.	D. D. Mich (me)	Walter Russell Walter Van Zyl (sp)	L. L. Boice (cm)	A. M. Geibel	N. Hoefflin
NEVADA	Journal									
3,133	(e) 3,541	.035	.035	(I-R) (INS) (†) (J) (141)	Benjamin Bros	C. E. Armstrong	Nelle McNichols Percy Carney (sp)	O. J. & G. A. Benjamin J. Neal Clemmer (cm)	O. J. Benjamin	G. A. Benjamin
NEWTON	News									
11,560	(e) 4,013	.04	.025	(I-R) (AP) (†) (J) (49)	News Ptg. Co James R. Rhodes, Pres.	James R. Rhodes E. J. Van Nostrand	John Mogenson George Elliott (sp)	L. O. Brewer C. P. Starett (cm)	J. T. Treneman Edna Dixon (cl)	L. O. Brewer (j)
OELWEIN	Register									
7,794	(e) 3,112	.035	.035	(R) (UP) (†) (J) (40)	H. V. Hoyer W. T. Armbruster R. V. Lucas	R. V. Lucas	R. C. Lucas	H. V. Hoyer W. T. Armbruster (cm)	W. T. Armbruster	R. V. Lucas
OSKALOOSA	Herald									
10,123	(e) 4,822	.035	.03	(R) (UP) (†) (J) (none)	C. S. Walling, Pub Oskaloosa Herald Co Phil Hoffman, Pres.	Phil Hoffman	De Wayne Foehlinger Bruce Mathew (sp)	C. W. Walling J. Paul Jones (cm)	A. K. Walling Eleanor Robinson (cl)	Cecil Jones Walter Perry (j)
OTTUMWA	Courier									
28,075	(e) 14,495	.06	.036	(R) (AP) (†) (32)	John Huston, Pub Courier Ptg. Co E. P. Adler, Pres.	C. S. Johnston (me)	Tom Keefe, Jr. Emmett Mowery (sp)	John Huston (bm) John Canny (cm)	C. C. Meisters John Huston (n)	H. W. Lee
PERRY	Chief									
5,881	(e) 2,685	.03	.03	(I-R) (AP) (†) (J) (40)	James R. Rhodes	G. E. Whitehead Vern Hall	Vern Hall Brooks Cross	G. E. Whitehead A. B. Cross (cm)	G. E. Whitehead Ruth Aylwood	Fred Harvey
SHENANDOAH	Sentinel									
6,502	(e) 3,857	....	....	(I-R) (UP) (40)	Sentinel Pub. Co Don McGiffin, Pres.	C. N. Marvin R. K. Tindall	Maxfield Barnes (sp)	R. K. Tindall	B. L. Williams Miss Nelle Howard (n)	Ralph Powers
SIOUX CITY	Journal									
79,183	(me) 62,377	.15	....	(R) (AP,CT,CP)(†) (J) (E) (32-114-10)	Perkins Bros. Co W. H. Sammons, Pres.	A. F. Allen		W. H. Sammons (bm) Ed. E. Towns (cm)	C. M. White (adv-dir)	
	Sunday edition (S) 48,774	.15	....							
	Tribune (e) 63,446	.15	.13	(I) (AP,UP) (†) (E) (152)	Tribune Co John H. Kelly, Pres.	John H. Kelley	Ed. Haskinson Lloyd Hagan (sp)	Eugene Kelly Jos. Bruggeman (cm)	J. E. Winslow Horace F. Wulf (n) George Barkley (cl)	Lloyd Rogers
VINTON	Cedar Valley Times									
3,372	(e) 4,951	.04	....	(I) (UP) (†) (J) (none)	Kruse Pub. Co	W. P. Kruse	Nellis Fagan M. P. Kruse (sp)	F. B. Kruse Nina Hughey (cm)	Fred Braginton	F. R. Mossman
WASHINGTON	Journal									
4,814	(e) 2,847	.03	....	(R) (PP) (J) (40)	Elder, Shannon & Co., Inc Orville Elder, Pres.	Orville Elder	Bruce Cowden	Paul Gorham (bm)	Lewis Warren	Max Marble
WATERLOO	Courier									
46,191	(e) 31,354	.10	....	(R) (UP,AP,INS) (†) (135)	W. H. Hartman Co., Inc John C. Hartman, Pres.	John C. Hartman E. R. Moore	Burton T. Burritt E. R. Moore, Jr. (sp)	Jackson McCoy	E. G. Carey Helyn Miller (cl)	R. E. Boller
	Sunday edition (S) 30,937	.10	....							
WEBSTER CITY	Freeman-Journal									
7,024	(e) 2,324	.025	.021	(I-R) (AP) (†) (J) (141)	J. N. Stonebraker, Pub Freeman-Journal Pub. Co	W. F. Hunter George C. Tucker	K. L. Peterson	J. N. Stonebraker E. Longworth (cm)	H. R. Packard M. L. Hansen (n) L. G. Goad (cl)	Bert Packard C. L. Kingsley (j)
	Sunday edition (S) 4,012	.025	....							

KANSAS

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ABILENE	Reflector									
5,690	(e) 1,785	.025	....	(R) (AP) (J) (66)	Reflector Ptg. Co C. M. Harger, Pres.	C. M. Harger H. W. Wilson	Frances Kohler Henry Jameson (sp)	H. W. Wilson	F. Q. Wilson	H. W. Wilson
ARKANSAS CITY	Traveler									
13,946	(e) 6,077	.05	.05	(I) (AP) (J) (68)	Traveler Pub. Co Oscar S. Stauffer, Pres.	Oscar S. Stauffer Arch W. Jarrell	Doyle Getter Brian Coyne (sp)	O. S. Stauffer Earl Peeler (cm)	B. Musselman Frances Shirley (cm)	Geo. Jardot
ATCHISON	Globe									
13,024	(e) 6,760	.04	....	(I) (AP) (†) (50)	Globe Pub. Co	Gene A. Howe Carl Brown (Asso.ed)	De Laskie Miller Gene Sullivan (sp)	Wilbur C. Hawk	E. W. Tonsing Mrs. Georgie Gill (n)	
AUGUSTA	Gazette									
4,030	(e) 1,233	.025	.018	(R) (J) (66)	Augusta Gazette Pub. Co Chester K. Shore, Pres.	Chester K. Shore	Mervin Shoemaker	Chester K. Shore	Chester K. Shore	Richard Barnes (j)
BELOIT	Call									
3,502	(e) 2,030	.018	....	(I) (J) (none)		Harry K. Houghton		Harry K. Houghton		
BURLINGTON	Republican									
2,270	(e) 2,444	.025	....	(R) (J) (66)	John Redmond	John Redmond	Bill Batsdorf	Floyd S. Ecord (bm)	Floyd S. Ecord (n) Wilma M. Dabbs (cl)	Glenn H. Preston W. J. Benjamin (j)
CALDWELL	Messenger & News									
2,046	(e) 1,560	.025	....	(I) (AP) (J) (66)	Harold A. Hammond	Harold A. Hammond (me)	Orrin L. Browning	Harold A. Hammond	O. L. Browning	Klyde. Kersey Adrian Combs (j)
CANEY	Chronicle									
2,794	(e) 1,009	.018	....	(I) (J) (28)	L. T. Perrill	L. T. Perrill				J. C. Bruce L. T. Perrill (j)
CHANUTE	Tribune									
10,277	(e) 3,836x	.03	.03	(I) (AP) (†) (J) (68)	John P. Harris and Sidney H. Harris, Pubs.	John P. Harris	Ernest W. Johnson	John P. Harris (bm) Curtis M. Bean (cm)	C. W. Moody Curtis M. Bean (cl)	T. R. Ward W. R. Hill (j)
CHERRYVALE	Republican									
4,251	(e) 1,390	.025	....	(R) (AP) (J) (66)		W. R. Burge		W. R. Burge		P. S. Campbell
CLAY CENTER	Dispatch									
4,386	(e) 1,875	.025	....	(I-R) (AP) (J) (66)	Ray Breitweiser	Ray Breitweiser	Al Dopking	Ray Breitweiser Stanley Snook (cm)	Fred Beckmeyer	H. L. Tyler
COFFEYVILLE	Journal									
16,198	(e) 7,248	.05	.03	(R) (AP) (J) (68)	Hugh J. Powell	Hugh J. Powell	Stanley Platz B. W. Crone (sp)	Hugh J. Powell E. H. Kehoe (cm)	Chas. M. Dunham Mrs. Wm. Goldsmith (cl)	W. A. Goldsmith Ray Dameron (j)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

KANSAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and *Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
COLUMBUS 2,385	Advocate (e) 1,567	.021	....	(R) (J) (none)	D. Clyde Knock, Pres. & Pub			Millard P. Knock (cm).		
CONCORDIA 4,792	Blade-Empire (e) 3,008	.028	.028	(R) (AP) (J) (none)	Blade-Empire Pub. Co. Ray Green, Pres. & Pub.	Ray Green	Tom Kiene	Lester Shrouf (bm) A. V. Lowell (cm)	Lester Shrouf Oscar Carlgren (n)	Lee Shrouf
COUNCIL GROVE 2,806	Republican (e) 2,090	.02	.018	(R) (AP) (†) (J) (none)	J. B. Lawrence			J. B. Lawrence (bm)	W. F. Law (n)	Hal Sheldon
DODGE CITY 10,060	Globe (e) 6,041	.05	.04	(I) (AP) (116)	J. C. Denious	J. C. Denious A. R. Buckingham	Porter Harvey (sp)	N. C. Petersen, Jr.	N. C. Petersen, Jr. Vaughn A. Kimball (n) Mrs. Ione Dye (cl)	George Brewer
EL DORADO 10,311	Times (e) 4,790	.04	.03	(R) (AP) (†) (J) (68)	Times Pub. Co. N. F. Frazier, Jr., Pres.	R. A. Clymer	W. R. Feder	R. A. Clymer Albert Letts (cm)	R. E. Forgy	O. F. Huttenhoff A. G. Hudson (j)
EMPORIA 14,067	Gazette (e) 6,038	.055	....	(I-R) (AP) (J) (68)	W. A. White	W. A. White		W. E. Hughes (bm)	E. T. Lowther	
FORT SCOTT 10,763	Tribune-Monitor (e) 4,273	.04	.03	(I) (AP) (J) (141)	George W. Marble, Jr.	George W. Marble, Jr.	George W. Marble, Jr. Fred Ury (sp)	Geo. W. Marble, Jr. F. E. Milligan (bm) Wm. Scott (cm)	D. E. Yates A. W. Marble (n)	F. E. Decker
FRANKFORT 1,346	Undex (e) 1,525	.018	....	(I) (3)	H. H. and A. P. Hartman	A. P. Hartman H. H. Hartman		A. P. Hartman (cm)	H. H. Hartman Dean Potter (n)	G. J. Gibson
FREDONIA 2,446	Herald (e) 1,874	.021	....	(I) (AP) (none)	B. S. Hudson			B. S. Hudson		H. H. Fayman
GARDEN CITY 6,121	News (e) (Free Circl)	....	....	(I-R) (J) (3)	L. E. Busenbark & F. L. Stowell, Pub. Garden City Corp. L. E. Busenbark, Pres.	Busenbark & Stowell. L. E. Busenbark		L. E. Busenbark (bm).	Murriel Keiser	Bert Woodward
	Telegram (e) 2,211	....	....	(I) (AP) (†) (J) (none)	Garden City Pub. Co. E. F. Ewing, Pres.	E. F. Ewing	Earl Richardson E. F. Ewing (Su)	E. F. Ewing Roy Fruit (bm) L. E. Ginder (cm)	Roy Fruit J. Taylor (cl)	Dean Treadwell Roy Fruit (j)
GREAT BEND 5,548	Tribune (e) 3,805	.035	.03	(I-R) (AP) (66)	Will Townsley	Charles R. Townsley. M. D. Spencer	M. D. Spencer Morey J. Potter (sp)	Dwight D. Clark (bm). Elsie D. Clark (cm)	Dwight D. Clark	Paul P. Wesley
HAYS 4,770	News (e) 1,975	.03	.0275	(I) (AP) (J) (none)	Frank Metz	Frank Metz	Donald Doane	Cecelia Dorney (bm) Albert McFarlin (cm)	Cecelia Dorney	Edw. Frank
HIAWATHA 2,302	World (e) 3,175	.03	....	(I) (J) (none)	Ewing Herbert	Ewing Herbert				
HUTCHINSON 27,085	Herald (m) 12,543 News (e) 14,602 Combined daily (me) 27,145 Sunday edition (S) 13,610 Evening & Sunday (eS)	.... .12 ..... .12	....	(R) (AP) (†) (68)	News Co. W. Y. Morgan, Pres. & Pub.	W. Y. Morgan F. Henney	Herbert Waggoner (m). John Galloway (sp-m). E. Lawson May (e) Frederick Mendell (sp-e)	W. Y. Morgan R. C. Ballard (cm) R. Jones (bm)	G. R. Gwinn (n) D. R. Lowe (cl)	D. M. Smith
INDEPENDENCE 12,782	Reporter (e) 4,867x	.05	....	(I-R) (AP) (†) (J) (68)	Charles Spencer			Chas. Spencer (gm-bm) Louise Spencer (cm)		J. Atkisson
IOLA 7,160	Register (e) 3,003	.025	.025	(R) (AP) (†) (J) (none)	Charles F. Scott	Charles F. Scott Angelo C. Scott	Joe L. Myler	Angelo C. Scott	Emerson E. Lynn	H. E. Whitaker L. R. Varner (j)
JUNCTION CITY 7,607	Union (e) 3,400	.03	....	(R) (AP,UP) (J) (141)	Harry E. Montgomery			H. E. Montgomery	W. G. Kehler (n)	O. Schultz
KANSAS CITY 121,857	Kansan (e) 21,221 Sunday edition (S) 21,185	.076 .076	.067	(I) (UP) (mer) (†) (23)	Sen. Arthur Capper	William A. Bailey	Camille H. Nohe Cyril G. Scott (sp)	William A. Bailey Lloyd Smith (cm)	Knowlton Parker J. Felix Morris (n) Mahlon S. Weed (cl)	
LAWRENCE 13,726	Journal-World (e) 5,579x	.045	....	(R) (AP) (†) (J) (81)	The World Co. W. C. Simons, Pres.	W. C. Simons J. W. Murray	E. A. Edwards	W. C. Simons Dolph Simons (bm) G. Farris (cm)	R. A. de Watteville Dolph Simons (n) R. A. de Watteville (cl)	E. A. Farris
LEAVENWORTH 17,466	Times (e) 7,259 Sunday edition (S) 7,389	.05 .05	.04	(R) (AP) (†) (116)	Estate of D. R. Anthony	Daniel R. Anthony,3d	Emmit Gardiner Gilbert Smith (sp)	H. H. Seckler (bm) Edward Smith (cm)	H. H. Seckler J. H. Krueger (cl)	Edward Mathews
LIBERAL 2,368	News (e) 1,683	.035	....	(R) (AP) (J) (66)	Warren Zimmerman	Warren Zimmerman	Warren Zimmerman R. G. Zimmerman (sp).	R. G. Zimmerman (bm)	R. G. Zimmerman	H. C. Flesh W. Zimmerman (j)
LYONS 2,939	News (e) 2,248	.02	....	(I) (AP) (†) (J) (none)	Lyons Pub. Co. Paul A. Jones, Pres.	Paul A. Jones		Paul A. Jones (bm) S. H. Jones (cm)	E. Tobias (n)	
McPHERSON 6,147	Republican (e) 1,767	.025	....	(R) (AP) (J) (66)	W. J. Krehbiel	W. J. Krehbiel				
MANHATTAN 10,136	Chronicle (m) 2,088 Mercury (e) 1,966 Combined daily (me) 4,054 Sunday edition (S) 4,054	.... .04 .04	....	(R) (AP) (J) (68)	Fay N. Seaton	Fay N. Seaton Fred A. Seaton	H. Dwight King Geo. Venneberg (sp) D. G. Griffiths (Su)	Fay N. Seaton (gm-bm) Fred A. Seaton (cm)	R. L. Youngman R. M. Seaton (n) Fred A. Seaton (cl)	Roy Cook H. F. Parsons (j)
NEODESHA 3,381	Sun (e) 1,358	.02	....	(I) (AP) (66)	C. E. Cowdery Estate	C. C. Bunger		C. C. Bunger		P. A. Klayder
NEWTON 11,034	Kansan-Republican (e) 3,650	.035	.016	(R) (AP) (J) (66)	Kansan Ptg. Co. Mrs. J. C. Mack, Pres.	Mrs. J. C. Mack	J. L. Napier (asso-ed). P. R. Lawrence (sp)	Ethel Ragsdale W. T. Bolin (cm)	Mrs. R. W. Mack Ethel Ragsdale (n) Mrs. R. W. Black (cl)	H. F. Nolte
NORTON 2,767	Telegram (e) 1,950	.025	.025	(I) (AP) (J) (none)	Telegram Pub. Co., Inc. J. C. Denious, Pres.	C. L. Jacoby	C. R. Mann	C. L. Jacoby H. I. Zickefoose (bm). Mrs. Viola Burham (cm)	H. L. Zickefoose Mrs. Viola Burnham (cl)	W. L. Knight
OTTAWA 6,563	Herald (e) 4,941x	.04	.04	(I) (AP) (†) (J) (68)	John P. & Sidney F. Harris	Sidney F. Harris W. E. Gilliland	Lawrence Piper	S. F. Harris E. S. Bigler (cm)	E. S. Bigler Raymond Miller (cl)	Albie Heigele G. N. Spenny (j)
PARSONS 14,906	Sun (e) 5,219	.045	.04	(R) (AP) (68)	Sun Pub. Co. Clyde M. Reed, Pres.	Clyde M. Reed	Murray Kunkel Clyde M. Reed, Jr. (sp).	Lester Combs George C. Krause (cm).	W. W. Goodwin Mrs. Helen Stockdale (cl)	Oaro Willard
PITTSBURG 18,145	Sun (m) 5,332x Headlight (e) 5,857x Combined daily (me) 11,189x Sunday edition (S) 6,037x	.... .08 .08	.... .07	(R) (AP) (†) (68)	Pittsburg Pub. Co. Oscar S. Stauffer, Pres.	F. W. Brinkerhoff	Clyde Neibarger (m) Louis Stroup (e) Kenneth Simons (sp) F. W. Brinkerhoff (Su)	G. A. Winters D. E. Slagle (cm)	F. H. Vandergrift	August Simion
PRATT 6,322	Tribune (e) 2,935	.03	....	(I) (AP) (J) (66)	Tribune Pub. Co. Cecil P. Rich, Pres.	C. W. Pratt		C. P. Rich (bm) Mrs. W. Eubank (cm).	Paul Tupper C. A. Moon (cl)	Cecil P. Rich L. Leatherman (j)
SALINA 30,150	Journal (e) 13,288	.06	....	(R) (AP) (68)	General Newspaper Pub. Co. R. J. Laubengayer, Pres. & P.	Roy F. Bailey Fred J. Ludes	Dorethea Smith Stuart Dunbar (sp)	Roy F. Bailey John B. Smith (cm)	Earl C. Woodward C. H. Harper (n)	C. M. Harris

(*Continued on page 44*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

KANSAS (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Local	Key (See note on Page 16)	Publisher, Corporation and Name of President	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
TOPEKA 64,120	Capital (m)	44,371	.12	.06	(R) (AP) (†) (J) (E) (23)	Senator Arthur Capper	H. T. Chase Chas. H. Sessions	Mark Dunlap Lillard H. McGee (sp)	H. S. Blake (bm) Geo. Cobbe (cm)	F. B. Cunningham W. R. Gilmore (cl) L. H. Schenck (Pro.-mgr.)	....
	Sunday edition (S)	44,392	.12	.07							
	State Journal (e)	20,589	.07	.06	(I-R) (AP) (12)	Frank P. Mac Lennan	Frank P. Mac Lennan. Arthur J. Carruth, Jr.	R. E. Lewis Charles E. Hobbs (sp)	Frank P. Mac Lennan. Wm. P. Snyder (bm) Morris D. Milam (cm)	Paul T. Morgan	Otto L. Rahn
WELLINGTON 7,405	News (e)	2,575	.025	.21	(I) (AP) (J) (66)	H. L. Woods	H. L. Woods	E. J. Shaw (sp)	Fred Kraft, Jr.	Fred Kraft, Jr.	O. S. Sherwood O. Bistline (j)
WICHITA 111,039	Beacon (e)	......	.16	.16	(I) (AP,UP,INS) (†) (E) (81)	Beacon Pub. Co. M. M. Levand, Pres.	R. E. Wilson, (ed. writer) W. C. Shanklin	T. L. Givens Jack Copeland (sp) S. A. Coleman (Su)	M. M. Levand J. R. Levand (cm)	Charles Claus A. T. Butler (n) R. M. Stevens (cl)	Max Brown
	Sunday edition (S)	......	.18	.18							
	Eagle (m)	......	.16	....							
	Eagle (e)	......	....	....							
	Combined daily (me)	......	.20	....	(I) (AP,UP) (*S) (†) (J) (E) (7)	Marcellus Murdock Victoria Murdock Estate	Victor Murdock Burt Doze (exc-ed) John Reed (me)	Sam Kiefner (m) Ralph Pryor (e) Pete Lightner (sp-m) Roy Sourbeer (sp-e) Paul Wellman (Su)	Sidney D. Long Clyde W. Speer (bus-sup). Sidney D. Long (cm)	H. W. Allen Marsh Murdock (cl)	Dee Allen
	Sunday & Evening (Se)	......	.22	....							
WINFIELD 9,430	Courier (e)	4,935	.04	.032	(I) (AP) (J) (none)	W. G. Anderson	W. G. Anderson	Harry L. Hart (sp)	W. G. Anderson L. N. Lydick (cm)	Nelson Bridge Geo. Honnold (n-cl)	Glenn W. Seaman W. H. Fiske (j)

KENTUCKY

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
ASHLAND 29,074	Independent (e)	7,836x	.06	....	(I) (AP,UP) (103-4)	Ashland Pub. Co.	....	....	J. T. Norris (bm) Chas. R. Zachem (cm)	....	....
	Sunday edition (S)	8,614x	.06	....							
BOWLING GREEN 12,348	Park City News (e)	3,197x	.025	.02	(D) (AP) (J) (none)	C. M. Gaines	C. M. Gaines D. T. Caywood	Alnis Temple Tom Hazleton (sp)	C. M. Gaines (gm-bm) V. B. Jordan (cm)	John K. Ditto J. Lindsay (n) Ruth Martin (cl)	Joe B. Sublett (j)
	Times-Journal (e)	1,325	.018	....	(D) (INS) (J) (28)	Times Journal Ptg. Co., Inc. H. H. Denhardt, Pres.	J. G. Denhardt	Geo. J. Moss (ce-sp)	Geo. J. Moss (gm-bm) J. G. Denhardt (cm)	J. G. Denhardt Geo. J. Moss (n-cl)	M. K. Jackson
COVINGTON 65,352	Kentucky Post (e)	31,494	.08	.052	(UP) (†) (128)	Post Pub. Co.	Donald E. Weaver	Paul Wessling Howard Raver (sp) Donald E. Weaver (Su)	Chas. H. Willenborg (bm) George Groene (cm)	Chas. H. Willenborg John B. Green (cl)	....
	Sunday edition (S)	23,931	.08	....							
	Kentucky Times-Star (e)	......	.07	....	(R) (AP,INS) (112-91)	C. P. Taft, Pub.	Pryor C. Tarvin	....	W. B. Going (bm) W. J. Schultz (cm)	F. J. Oexman (n)	....
DANVILLE 6,729	Advocate (e)	2,218	.021	....	(D) (AP) (none)	W. V. Richardson	W. V. Richardson	....	....	....	....
	Messenger (e)	2,225	.021	.014	(D) (UP) (J) (none)	J. C. Alcock & J. R. Smith (Pub's) J. C. Alcock, Pres.	J. C. Alcock & J. Robert Smith J. Robert Smith (me)	J. Robert Smith (ce-sp)	J. C. Alcock (gm-bm) Loretta Bell (cm)	J. C. Alcock Loretta Bell (cl)	I. G. Jackson
FRANKFORT 11,626	State Journal (m)	......	....	....	(D) (AP) (J) (1)	State Journal Co.	J. L. Newman	....	....	....	....
	Sunday edition (S)	......	....	....							
FULTON 3,502	Leader (e)	1,185	.018	....	(D) (AP) (J) (none)	R. T. & J. H. Moore	R. T. & J. H. Moore	....	R. T. & J. H. Moore	....	J. H. Moore
GLASGOW 5,042	News (e)	3,081	.025	....	(I) (J) (52)	....	Vivian J. Taylor	....	T. P. Smith (bm)	T. P. Smith	Carl Stevens
HARLAN 4,327	Enterprise (e)	2,800	.03	....	(103-4)	J. M. Alverson	Don F. Whitehead	....	....	....	....
	Sunday edition (S)	2,800	.03	....							
HENDERSON 11,668	Gleaner (m)	2,729x	....	....							
	Journal (e)	1,025	....	....							
	Combined daily (me)	3,754	.04	.04	(D) (AP) (J) (40)	Leigh Harris	B. K. Knight (me-m) Dorothy Harris (me-e)	James Roberts (ce-sp) B. K. Knight (Su)	Leigh Harris W. W. Smith (bm) E. C. Porter (cm)	W. W. Smith Chas. Heiner (cl)	J. D. Cleavenger
	Sunday edition (S)	3,472x	.04	....							
HOPKINSVILLE 10,7[illegible]	New Era (e)	4,000	.025	.02	(D) (AP) (J) (none)	A. W. Wood	A. W. Wood D. H. Taylor	Joe Dorris (ce-sp)	Thos. F. Wood (gm-bm) Robt. D. Moseley (cm).	A. W. Wood, Jr.	Frank Torian W. A. Wade (j)
LEXINGTON 45,736	Herald (m)	18,631	.08	.042	(D) (AP) (81)	Lexington Herald Co. Desha Breckinridge, Pub-Pres.	Desha Breckinridge Thos. R. Underwood (me)	Robert Rouse Neville Dunn (sp)	Thos. R. Underwood (gm-bm) F. L. Crawford (cm)	E. H. Bubert C. H. Thompson (cl)	N. P. Miller
	Sunday edition (S)	17,588	.08	....							
	Leader (e)	20,861	.08	.042	(R) (AP,CP) (68)	John G. Stoll	John G. Stoll Chas. Dickerson	A. B. Guthrie George Leach (sp)	Fred B. Wachs Chas. W. Crum (cm)	D. B. Weer	....
	Sunday edition (S)	20,771	.08	....							
LOUISVILLE 307,745	Courier-Journal (m)	98,077	....	....							
	Times (e)	100,605	....	....							
	Combined daily (me)	198,682	.34	.23	(I) (AP,UP) (†) (E) (7)	Louisville Times Co. Robert W. Bingham, Pub-Pres.	Harrison Robertson (m) Tom Wallace (e) Neil Dalton (me-m) A. Y. Aronson (me-m).	Poucher Coleman (ce-m) T. S. Perkins (ce-e) Bruce Dudley (sp-m) L. P. McNeely (sp-e) Cary Robertson (Su)	Emanuel Levi (V.P.-gm) H. W. Stodghill (bm-cm)	H. M. McClaskey (loc.) A. R. Magee (n) O. S. Wespe (cl)	....
	Sunday edition (S)	160,118	.32	.22							
	Herald-Post (e)	53,868	....	....	(I-R) (AP) (E) (15)	Herald-Post, Inc. John B. Gallagher, Pub-Pres.	E. A. Jonas Fred Webster	Frank Blunk Peter O'Donnell (sp)	Guy W. Beardsley (gm-bm) Clarence Arnold (cm)	W. C. Worcester Chas. Branham (n) Chas. Froman (cl)	....
	Sunday edition (S)	42,674	....	....							
MADISONVILLE 6,993	Messenger (e)	3,865	.025	.02	(D) (AP) (J) (66)	Madisonville Pub. Co., Inc. Edgar Arnold, Pres.	Woodson Browning & Edgar Arnold	Albert Larmouth Brice Salmon (sp)	Mary Royster (cm)	Brice Salmon	Carl Harris Sam Ezell (j)
MAYFIELD 8,177	Messenger (e)	4,053	.03	.03	(D) (AP) (†) (J) (66)	Mayfield Messenger Pub. Co. Frank O. Evens, Pres.	Alton Hamlet Frank O. Evens	....	Roy C. Evens	Roy C. Evens Sadelia Dowling (cl)	....
	Herald (m)	(new daily)	.029	....	(I) (141)	Scott C. Lemon	Scott C. Lemon	....	....	....	....
MAYSVILLE 6,557	Bulletin (m)	......	....	....	(D) (28)	....	G. McCarthy	....	G. McCarthy	....	J. R. Ellis
	Independent (m)	3,700	.025	....	(I) (AP) (J) (141)	Purdon & Schatzman	John D. Littlejohn James Purdon	....	James Purdon	....	....
	Public Ledger (e)	1,762	.014	....	(R) (J) (3)	Clarence Mathews	....	....	Clarence Mathews	....	....
MIDDLEBORO 10,349	News (e)	2,800	.03	.02	(I) (UP) (J) (103-4)	Citizens News Co. R. L. Kincaid, Pres.	Robert L. Kincaid John H. McGiboney	John H. McGiboney (ce-sp)	Robert L. Kincaid (gm-bm) John H. McGiboney (cm)	Robert L. Kincaid	E. Miles Wright
NEWPORT 29,744	Kentucky World (e)	(new daily)	.07	....	(I) (INS) (J) (28)	Fred I. [illegible]	[illegible]	Jos. Dressman Harold Walker (sp)	[illegible] (bm) Wm. B. McCollum (cm)	Willis H. Folks (n)	Harold X. Bacon
	Sunday edition (S)	......	.07	....							
OWENSBORO 22,765	Messenger (m)	7,797	....	....							
	Inquirer (e)	6,448	....	....							
	Combined daily (me)	14,245	.08	....	(D) (AP) (†) (none)	Owensboro Pub. Co., Inc. Lawrence W. Hager, Pres.	Lawrence W. Hager Jas. M. Pendleton	Hugh O. Potter L. D. Gasser (sp)	W. B. Hager G. M. Fuqua (bm) Jerome C. Conrey (cm)	Gordon A. Yancey G. M. Fuqua (n)	F. M. Reuter (m) M. R. Smith (e)
	Sunday edition (S)	14,147	.08	....							

(*Continued on page 46*)

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

KENTUCKY (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PADUCAH	Sun-Democrat									
33,541	(e) 16,212	.08	....	(I) (AP,UP) (†) (E) (20)	Paducah Newspapers, Inc. Elliott C. Mitchell, Pub. W. P. Paxton, Pres.	Elliot C. Mitchell John T. Ross	Joseph O. LaGore Sam G. Livingston (sp). Mary Rasco Price (Su).	Elliott C. Mitchell Joseph L. Roth (bm) Muir Givens (cm)	Edwin H. Mammen Robert Brown (cl)	W. F. Thompson
	Sunday edition (S) 16,470	.08	....							
RICHMOND	Register									
6,495	(e) 4,011	.035	.025	(D) (AP) (J) (28)	Daily Register Co., Inc. Keen Johnson, Pres.	Keen Johnson	James Miller (ce-sp)	Keen Johnson	E. T. Wiggins	J. S. Strong J. S. Sowers (j)
WINCHESTER	Sun									
8,233	(e) 4,806	.03	.025	(D) (AP) (J) (52)	Winchester Sun Co. Mrs. Pearl M. Robbins, Pres.	W. A. Beatty	W. C. Caywood, Jr.	W. A. Beatty Ed Hedrick (cm)	Eldrid B. Fisher	O. B. Tolin

LOUISIANA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ALEXANDRIA	Town Talk									
23,025	(e) 9,221	.05	.036	(D) (AP) (J) (148-69)	McCormick & Co., Inc. R. C. Jarreau, Pub. Mrs. H. M. Huie, Pres.	R. C. Jarreau	H. H. Mobley R. W. Brewer (sp)	Hunter Jarreau(gm-bm) J. E. Richardson (cm)	Hunter Jarreau Julia Brown (cl)	Geo. H. Dale John R. Senseney (j)
BATON ROUGE	Advocate									
30,729	(m) 3,159x	....	....							
	State-Times (e) 9,939x	....	....							
	Combined daily (me) 13,098x	.07	....	(D) (AP,UP,CP) (18)	Capital City Press Chas. P. Manship, Pub.					
	Sunday edition (S) 4,487x	....	....							
	Evening & Sunday (eS)	.07	....							
CROWLEY	Signal									
7,056	(e) 2,000	.03	.018	(I) (AP) (52)	Signal Pub. Co. Orville E. Priestley, Pub.	Lewis H. Day		Orville E. Priestley	L. O. Broussard	
LAFAYETTE	Advertiser									
14,642	(e) 4,617	.035	....	(I) (AP) (J) (60)	Advertiser-Gazette, Inc. Thomas M. Callahan, Pub. Morgan Murphy, Pres.	Thomas M. Callahan. Will F. Candler	Will F. Candler Raoul Guidry (sp)	Thos.M.Callahan(gm-bm) Paul Elmer (cm)	Horace J. Forey Ethel Forey (n-cl)	O. A. Fournet
LAKE CHARLES	American Press									
15,791	(e) 6,007	.04	....	(I-D) (AP) (148-69)	F. A. Smith			F. A. Smith L. C. Martin (cm)		C. Ruckstuhl
MONROE	World									
26,028	(m) 7,112	....	....							
	News-Star (e) 10,006	....	....							
	Combined daily (me) 17,118	.10	....	(D) (AP,UP) (J) (15)	News-Star World Pub. Co. J. D. Ewing	Fred Williamson	Geo. Lofton (sp)	E. E. Glenn (bm) R. B. Corn (cm)	Wilson Ewing	E. B. Naylor
	Sunday edition (S) 13,800	....	....							
	Morning & Sunday (mS)	.10	....							
NEW ORLEANS	Tribune									
458,762	(m) 41,660	.13	.05							
	Item (e) 57,489	.17	.09	(I-D) (AP,UP) (J) (E) (86)	Item Co., Ltd. James M. Thomson, Pub.&P.	Marshall Ballard Clark Salmon	Don Higgins Fred Digby (sp)	A. G. Newmyer John W. Fanz(asst-gm) P. J. Thomson (cm)	L. R. Jalenak C. W. Hancock (n) J. M. Niehaus (cl)	J. Haindle W. Hayden (j)
	Combined daily (me) 99,349	.22	....							
	Sunday edition (S) 80,356	.18	.12							
	States (e) 45,598	.15	....	(D) (AP,US) (†) (E) (15)	Daily States Pub. Co. J. Walter Ross, Pub. Jas. L. Ewing, Pres.	J. Walter Ross	Jas. E. Crown Harry Martines (sp)	Lee G. Lowe (bm) T. J. Desmond (cm)	Jas. L. Ewing Toulmin H. Ewing (n). I. Weinstein (cl)	
	Sunday edition (S) 83,679	.18	....							
	Times-Picayune (m) 100,397	.20	.095	(D) (AP,UP,CT) (*S) (†) (J) (E) (32-10)	Times-Picayune Pub. Co. L. K. Nicholson, Pres.	L. K. Nicholson Bernard L. Krebs	George Healy Wm. McG. Keefe (sp). Chas. P. Jones (Su)	L. K. Nicholson John F. Tims, Jr. (bm). John M. Black (cm)	Aubrey F. Murray Roland Ladreyt (n) Donald W. Coleman(cl)	Frederick K. Fortal
	Sunday edition (S) 137,298	.25	.135							
RUSTON	Leader									
4,400	(e) 900	.025	.02	(D) (UP) (J) (52)	Leader Pub. Co., Inc. C. E. Faulk, Jr., Pres.	C. E. Faulk, Jr.	C. E. Faulk,Jr.(ce-sp)	C.E.Faulk,Jr.(gm-bm)	Don Dana	C. E. Faulk, Jr.
SHREVEPORT	Journal									
76,655	(e) 22,417	.06	....	(D) (AP) (†) (J) (18)	Journal Pub. Co., Inc. D. Attaway, Pub. & Pres.	D. G. Frantz	W. W. Moore Otis Harris (sp)	D. Attaway W. A. Barfield (bm) W. D. Green (cm)	C. V. Powers H. T. Riddle (n) Grant Richardson (cl)	S. B. Harper
	Times (m) 31,878	.09	....	(D) (AP) (†) (15)	Times Pub. Co., Ltd. John D. Ewing, Pub.&Pres.	John D. Ewing Chas. A. Hasen	Ralph N. Swanson Joe R. Carter (sp)	L. A. Mailhes E. H. Mapps (cm)	L. C. Lau Richard Hale (n) J. Roy Faulkner (cl)	V. S. Wilhite
	Sunday edition (S) 43,056	.12								

MAINE

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
AUGUSTA	Kennebec Journal									
17,198	(m) 10,651	.05	.036	(R) (AP) (J) (92)	Kennebec Journal Co.	John V. Lane D. M. Berran	C. W. Metcalf	Fred R. Lord Horace Colburn (bm) Ed Byron (cm)	L. M. Hart	O. L. Kimball J. F. Dacey (j)
BANGOR (inc. Brewer)	Commercial									
28,749	(e) 20,979	.05	.04	(I) (AP) (†) (55)	H. Irving Jenks, Pub. J. P. Bass Pub. Co. Harry F. Ross, Pres.	Oliver L. Hall	Oscar F. Shepard William F. Geagan (sp).	H. Irving Jenks Alfred I. Babb (bm) John L. Conway (cm)	H. I. Jenks (n) Edward P. Miner (cl).	
	News (m) 30,516	.075	....	(I-R) (AP) (†) (E) (132-46)	Bangor Pub. Co. Fred D. Jordan, Pres.	Fred D. Jordan	John O'Connell John Moran (sp)	Fred D. Jordan Walter B. Reed (bm)	G. E. MacDonald C.W.Ten Broeck,Jr.(cl)	Henry P. Welch
BATH	Times									
9,110	(e) 2,274	.04	.04	(R) (AP) (J) (92)	Times Co. F. B. Nichols, Pres. & Pub.	Harry C. Webber Frank B. Nichols	Arthur K. Purington Elford A. Stover (sp)	Frank B. Nichols	Frank B. Nichols	F. E. Edney (j)
BIDDEFORD (inc. Saco)	Journal									
24,851	(e) 5,080	.03	.025	(I-R) (AP) (J) (92)	Journal Pub. Co. James A. Cook, Pres.	R. F. Wormwood	T. J. Mahoney	James A. Cook G. W. Bridgman (bm)	James A. Cook Leo Joncas (cl)	W. H. Harnon W. B. Heffernan (j)
LEWISTON (inc. Auburn)	Sun									
53,519	(m) 18,612	....	....							
	Journal (e) 12,341	....	....	(I) (AP) (92)	Lewiston Daily Sun, Inc.	George M. Wood (m). Arthur Staples (e)	N. B. Benner (m) D. S. Dexter (e)	L. B. Costello Frank S. Hoy (bm) A. L. Richan (cm)	Frank S. Hoy	
	Combined daily (me) 30,953	.10	....							
PORTLAND	Press-Herald									
84,650	(m) 39,512	....	....							
	Evening Express (e) 24,174	....	....							
	Combined daily (me) 63,686	.16	....	(AP,INS) (E) (92)	Portland Maine Pub. Co. Guy P. Gannett, Pres.-Pub.	Harry M. Biglow (m). Fred K. Owen (e) N. E. Gordon (me)	F. E. Cousins (m) Dwight Stevens (e) W. C. Cornish (sp-m) Edw. D. Small (sp-e) H.J.R.Tewksbury (Su)	R. L. Wardwell R. E. Gray (cm)	D. R. Davis F. E. Kempf (cl)	H. G. Jones
	Sunday edition (S) 45,632	....	....							
	Evening & Sunday (Es)	.16	....							
	News (e) 19,386	.10	.08	(I) (UP) (116)	Guy F. Dunton, Pub. Portland Evening News, Inc.	Ernest Gruening	C. W. Giddinge A. C. Buck (sp)	Guy F. Dunton (gm-bm) C. H. Shively (cm)	W. H. Bruce F. B. Hill (n) G. A. Kilbride (cl)	A. H. Cobb
WATERVILLE	Sentinel									
15,454	(m) 6,851	.04	.03	(I) (AP) (92)	Sentinel Pub. Co. Fred R. Lord, Pres.	Caleb A. Lewis	Edward Talberth	Caleb A. Lewis Howard Gray (cm)		C. Ralph Fitch

(*Continued on page 48*)

One newspaper affords Thorough Coverage of the New Orleans Market

The South's greatest market is reached with unusual completeness and effectiveness by *one newspaper*—The Times-Picayune. Every morning and Sunday, through its well-organized carrier service, The Times-Picayune is delivered into more homes throughout this trading area than any other newspaper—more than the two afternoon New Orleans newspapers *combined.*

In the New Orleans market area no other newspaper is so widely read and so confidently relied upon, with the result that no other medium is necessary to cover this entire field. Here no other medium, or combination of mediums, does an advertising job so *effectively* and *economically* as The Times-Picayune.

The experience of other advertisers points the way, for in New Orleans The Times-Picayune is their overwhelming choice. Month after month and year after year The Times-Picayune leads, by a wide margin, all other New Orleans newspapers in all the major classifications of advertising—general, retail and classified.

Concentrate your New Orleans advertising in the newspaper that reaches—at one low advertising cost—the largest and most responsive audience of able-to-buy families offered by any medium in its field. Do an adequate job in The Times-Picayune and reap extra sales dividends from this major southern market.

The Times-Picayune

NEW ORLEANS

Member Associated Press. Member Major Market Newspapers, Inc.
Representatives: CONE, ROTHENBURG and NOEE, Inc.
Pacific Coast Representatives: R. J. BIDWELL CO.

In New Orleans The Times-Picayune is First in News, First in Circulation, First in Advertising, and First in RESULTS!

"NEW ORLEANS IS A TIMES-PICAYUNE TOWN!"

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MARYLAND

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANNAPOLIS	Capital									
12,531	(e) 2,715	.025	.022	(I) (AP) (J) (40)	Capital Gazette Press Talbot T. Speer, Pres.	David S. Jenkins (me)	Elmer M. Jackson	J. B. Moore (cm)	Ferdinand Dammeyer	Malcolm De Cosmy
BALTIMORE	News									
804,874	(e) 155,774	.30	....	(AP,INS,US) (*S) (†) (E) (14)	Evening News Co. & Baltimore Pub. Co. Wm. Randolph Hearst, Pres.	W. M. Baskervill (me)	Andrew Banks Rodger Pippen (sp) W. M. Baskervill (Su)	John E. Cullen Ward C. Mayborn (bm) Carl B. Julian (cm)	Erwin Huber Walter B. Candler (n) Charles MacKenzie (cl)	
	Sunday American (S) 199,436	.35	....							
	Post (e) 77,943	.22	.08	(I) (UP) (†) (E) (128)	Baltimore Post Co. Scripps-Howard Newspapers	A. D. Brashears C. W. Fritchey	C. E. Fisher J. Lester Scott (sp)	W. W. Hawkins U. J. Kraemer (bm) Stanley Swan (cm)	W. H. Gladmon M. C. Roher (n) A. L. Rivikin (cl)	Frank B. Hand
	Sun (m) 147,555	....	....	(I-D) (AP,UP,CP,NYHT,CT, MG) (*S) (†) (E) (153-111-76)	A. S. Abell Co. Paul Patterson, Pres.	John W. Owens (m) Hamilton Owens (e) Wm. Moore (me-m) J. E. Murphy (me-e)	C. P. Trussell (m) Bruce Earnest (e) J. A. Linthicum (sp-m) Paul Menton (sp-e) Mark Watson (Su)	W. F. Schmick (bm) E. P. Kavanaugh (cm)	Walter K. Wall Chas. O. Reville (n) Geo. T. Bertsch (cl)	Louis Fries
	Sun (e) 143,504	....	....							
	Combined daily (me) 291,059	.50	.32							
	Sunday edition (S) 192,052	.50	....							
CAMBRIDGE	Banner									
8,544	(e) 1,602	.02	.02	(D) (AP) (J) (40)	Webb & Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb Elsie R. McNamara (cm)	P. Watson Webb	Marion C. Hart
CUMBERLAND	News									
37,747	(m) 8,065	.05	....	(AP) (118)	Daily News Co.	W. W. Brown (me)		C. W. Donnelly (bm)	H. E. Cox	
	Times (e) 14,927	.07	....	(D) (AP) (J) (40)	Times & Alleganian Co. Joseph B. Finan, Pres.	Joseph B. Finan	Frank Lee Carl M. F. Prendergast (sp) J. Wm. Hunt (Su)	G. C. Snyder (bm) J. K. Mooney (cm)	W. J. Wilkinson E. Moody (n)	J. K. Mooney J. W. Wickard (j)
	Sunday edition (S) 14,684	.07	....						M. H. Hubbs (cl)	
FREDERICK	Post									
14,434	(m) 4,308	....	....	(I) (AP) (J) (60)	Great So. Ptg. & Mfg. Co. L. E. Birely, Pres.	R. E. & W. J. Delaplaine	J. L. C. Sunday (m) August L. Brust (e) Henry Decker (sp)	Robt. E. Delaplaine Wm. T. Delaplaine (bm) Wm. Brandenburg (cm)	J. F. Eisenhauser, 3d Franklin Marsh (n)	William S. Bennet T. A. Whitmore (j)
	News (e) 5,128	....	....							
	Combined daily (me) 9,436	.04	.036							
HAGERSTOWN	Herald									
30,871	(m) 5,478	....	....	(D) (R) (AP) (J) (20-46)	Herald-Mail Co. W. P. Lane, Jr., Pres.	C. N. Baylor (m) J. A. Hawkin (e)		S. E. Phillips F. D. Wolts (cm)		
	Mail (e) 9,333	....	....							
	Combined daily (me) 14,811	.06	....							
SALISBURY	Times									
10,997	(e) 3,185	.025	.02	(D) (AP) (J) (40)	News Pub. Co. Alfred T. Truitt, Pres.	Charles J. Truitt Alfred T. Truitt	Oscar L. Morris	Alfred T. Truitt	Alfred T. Truitt	N. S. Dougherty

MASSACHUSETTS

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
AMESBURY	News									
11,899	(e) 2,600	.025	.025	(I) (J) (40)	Amesbury Pub. Co., Inc. Chester S. Coffin, Pres.	E. J. Graves		Chester S. Coffin (bm-cm)	Chester S. Coffin	E. R. Coffin (j)
ATTLEBORO	Sun									
21,769	(e) 5,898x	.04	....	(R-I) (AP) (60)	Sun Pub. Co. Chas. C. Cain, Jr., Pres.	Chas. C. Cain, Jr. Lloyd Elliot	F. P. Feeney Eldon Berthold (sp)	Chas. C. Cain, Jr. (bm) H. G. Leonard (cm)	H. A. Millard G. B. Gay (cl)	A. A. Penney
BEVERLY	Times									
25,086	(e) 5,299	.036	....	(I) (132-46)	T. Leavitt			T. Leavitt		
BOSTON	American									
781,188 (2,307,897 Met. by U. S. Census)	(e) 253,320	.50	.25	(I) (AP,INS,US) (†) (E) (14)	N. E. Newspaper Pub. Co. W. R. Hearst, Pres.	T. A. Robertson T. A. Robertson (me-e) J. P. Murphy (me-S)	J. A. Malloy (ce-e) J. W. Reardon (ce-S) G. Underwood (sp-e) P. C. O'Brien (sp-S) J. P. Murphy (Su)	M. C. Priest (bm) F. W. Worsley (cm-e) J. W. Kenney (cm-S)	J. J. Cremmen (s) B. W. Compton (S) L. M. Crowther (cl)	T. S. Rowlett
	Sunday Advertiser (S) 436,511	.75	.25							
	Christian Science Monitor (e) 124,751	.80	.50	(AP,UP) (†) (J) (E) (101a-11a-24a)	Christian Science Pub. Co.	** Monitor Editorial Board: Frank L. Perrin, (Exec-ed)	Geo. M. R. Holmes (sp).	Roland R. Harrison (bm) Herbert A. Johnson (cm)	Norman S. Rose Hudson C. Burr (n) Norman S. Rose (cl)	Amos Weston
	Two editions	.60	.38							
	One edition	.40	.25							
	** (NOTE: Editorial Board composed of: Willis J. Abbot, Contributing editor; Roland R. Harrison, manager, Christian Science Pub. Soc.; Frank L. Perrin, Exec-ed, and Jas. E. Patton, Board of Trustees.)									
	Globe (m) 142,437	....	....	(I) (AP) (†) (E) (153, 111, 127, 35, 76, 56)	Globe Newspaper Co.			Wm. O. Taylor (bm) Frank E. Perkins (cm)		
	Globe (e) 153,584	....	....							
	Combined daily (me) 296,021	.50	....							
	Sunday edition (S) 344,478	.55	....							
	Herald (m) 117,676	....	....	(R) (AP,UP,NYT) (*Sat-S) (mer) (†) (J) (E) (86-33)	Herald-Traveler Corp. E. W. Preston, Pub S. W. Winslow, Jr., Pres.	R. B. Choate (m) H. F. Wheeler (e)	Charles Drury (ce-m) H. Gould (ce-e) B. Whitman (sp-m) A. J. Rooney (sp-e) Paul Waitt (Su)	E. W. Preston (gm-bm) Karl Hall (cm)	E. W. Preston W. W. Paine (n) Earl M. Dempsey (cl)	Harry Fletcher (j)
	Traveler (e) 159,730	....	....							
	Combined daily (me) 277,406	.50	.28							
	Sunday edition (S) 140,813	.40	.20							
	News Bureau (me) 10,213	.35	.30	(I) (UP) (none)	Hugh Bancroft	Herbert M. Cole (me)		Guy Bancroft (gm-bm) Thos. F. Lyons (cm)	Guy Bancroft	Jas. F. Kelly
	Post (m) 376,244	.60	.40	(I-D) (AP,UP,CT,NHT)(†) (J) (E) (70-10)	Post Pub. Co. Richard Grozier, Pub. W. F. Carley, Pres.	Richard Grozier Clifton B. Carberry	Edward J. Dunn Howard G. Reynolds (sp) C. E. L. Wingate (Su)	William H. Paul (bm) Edwin J. Maguire (cm)	Alfred H. Marchant Earl K. Woodman (n) H. C. Stuart, Jr. (cl)	Joseph D. Hurley
	Sunday edition (S) 331,196	.55	.34							
	Record (m) 277,854	.35	.20	(I) (INS,AP) (E) (118)	Northeastern Pub. Co. J. T. Cushing, Pub.	J. P. Murphy	H. S. Gray S. J. Mahoney (sp)	J. W. Kenney (cm)	Ernest Hoftyser W. Harrington (n)	T. S. Rowlett
	Transcript (e) 35,080	.25	.16	(R) (AP) (42-10)	Boston Transcript Co. George S. Mandell, Pres.	Henry T. Claus John Cutler	Nelson C. Metcalf A. Linde Fowler (sp)	Louis M. Hammond (gm-bm) L. M. Hammond, Jr. (cm)	Wm. F. Rogers Thos. P. Mandell (cl)	Fred O. Young
	Saturday edition (e) 47,703	.25	....							
BROCKTON	Enterprise									
63,797	(e) 25,118x	.08	.07	(I) (UP) (92)	Enterprise Pub. Co. S. Heath Rich, Pres.	D. M. Travis (news)	Robt. E. Riordan James H. Burke (sp)	Chas. L. Fuller (bm) Albert Carleton (cm)	Wm. F. Hallisey A. G. Barnfield (n)	Wm. W. Adams
	Times (e) 10,103x	.045	....	(I) (AP) (none)	Brocton Times Pub. Co. John D. Bogart, Pub. J. A. Bogart, Pres.	John D. Bogart Arthur J. Chase	James M. Durant Victor Dubois (sp)	John D. Bogart Wesley N. Churchill (bm) Philip Rooney (cm)	Ernest W. Lawson Ira Thomas (cl)	Richard Gould
CAMBRIDGE	Journal									
113,650	(e)	.04	....	(I) (E) (118)	Samuel F. Smith	Leon Campbell, Jr.	Leon Campbell, Jr.	Smauel F. Smith (gm-bm)	Frank Powell Samuel F. Smith (n) Harry O'Brien (cl)	Carl Haystrom
CHELSEA	Record									
45,816	(e) 3,752	.018	....	(I) (none)	Samuel H. Robie	Samuel H. Robie	Herbert D. Hancock Francis W. Leary (sp)	Samuel H. Robie (gm-bm) Philip H. Carroll (cm)	Herbert D. Hancock E. M. Brown (n) Helen Brown (cl)	Benj. Zaiger
CLINTON	Item									
12,817	(e) 2,601	.015	.015	(I) (INS) (J) (92)	W. J. Coulter Press, Inc. Clarence C. Coulter, Pub.	Harry F. Hartwell		Clarence C. Coulter	Craven H. Coulter (n)	Alex MacLaren C. C. Coulter (j)
EVERETT	News									
48,424	(e)	.04	....	(I) (E) (118)	Frederick W. Enwright	Arthur T. Farley	Joseph F. Nevins (sp)	John J. Purcell Dorothy K. Stacy (cm)	Jack Purcell Dorothy K. Stacy (cl)	Jack Way
FALL RIVER	Herald News									
115,274	(e) 29,765	.11	.09	(I) (AP,UP) (E) (70)	Herald News Pub. Co. C. F. Kelly, Pub. & Pres.	Edward D. Toohill	Thos. A. McDonald Frank J. McGrath (sp)	Chas. E. Sevigny (bm) George E. Sullivan (cm)	Chas. E. Sevigny David C. Stewart (n) Thos. A. O'Donnell (cl)	
FITCHBURG	Sentinel									
40,092	(e) 11,601	.045	.029	(I-R) (AP) (92)	Sentinel Ptg. Co. George H. Godbeer, Pres.	George H. Godbeer	Dennis T. Mulcahy (ce-sp)	Frank C. Hoyt (bm) E. G. Wellington (cm)	Allan C. Inman E. C. Wellington (cl)	Wm. R. Rankin
FRAMINGHAM	News									
22,210	(e) 5,225	.03	.025	(I) (INS) (132)	News Pub. Co. James E. MacPherson, Pres.	Ralph F. Dewey	Ralph F. Dewey	Alvers C. Benson	Alvers C. Benson	

(Continued on page 50)

In A Year When Advertising Appropriations Were Closely Scrutinized---

456 NATIONAL ADVERTISERS USED THE SUNPAPERS EXCLUSIVELY in BALTIMORE

During the Twelve Months of 1931

New York—*John B. Woodward, Inc.*
Chicago—*Guy S. Osborn, Inc.*
Detroit—*Joseph R. Scolaro*
St. Louis—*C. A. Cour*
Atlanta—*A. D. Grant*
San Franscisco—*C. Geo. Krogness*

THE MORNING SUN EVENING SUNDAY

The Baltimore Sunpapers during 1931 carried 29,466,460 agate lines of paid advertising

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MASSACHUSETTS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TAUNTON 37,355	Gazette (e) 8,940x	.055	....	(I-R) (AP) (92)	William H. Reed	J. N. Lincoln		William H. Reed (gm-bm) Robt. W. MacGlashing (cm)		
WAKEFIELD 16,318	Item (e) 3,333	.025	.025	(I) (J) (none)	Wakefield Item Co. Harris M. Dolbeare, Pub. & Pres.	Harris M. Dolbeare Gardner E. Campbell	Stanley O. Urquhart (ce-sp)	Gardner E. Campbell (gm-bm) A. M. Brown (cm)	Gardner E. Campbell A. M. Brown (cl)	Paul W. Mortimer
WALTHAM 39,247	News-Tribune (e) 8,846	.035	.03	(I) (AP,UP) (J) (92)	Waltham Pub. Co. A. P. Langtry, Pub. & Pres.	A. P. Langtry E. A. Lowe	E. A. Lowe P. I. Shain (sp)	A. T. Skakle J. M. Kohler (bm) H. E. Hoelscher (cm)	R. G. Conner	F. W. Reck F. W. Gray (j)
WEBSTER 12,992	Times (e) 2,936	.03	.025	(I)(UP) (J) (92)	Raymond W. Sheldon	L. J. Daly (me)	Geo. L. Padgett	R. W. Sheldon (bm) Otto M. Piehler (cm)	Henry L. Perkins	Francis I. Love (j)
WORCESTER 195,311	Post (e) 31,660	.10	.082	(I) (AP) (144)	Worcester Post Co. John H. Fahey, Pub. & Pres.	Geo. T. Richardson Clarence L. Wilson	William J. Larkin Edward Scannell (sp)	James J. Conroy (gm-bm) Harold H. Sloan (cm)	Joseph H. Powers John J. Sullivan, Jr. (n-cl)	Martin Casey
	Telegram (m) 42,649	....	....	(I) (R) (AP,INS,US,CP) (mer) (†) (E) (12)	Telegram Pub. Co. George F. Booth, Pub. Harry G. Stoddard, Pres.	George F. Booth Jos. C. DeWolf (asso-ed) M. H. Williams (me) J. F. Carroll (asso-ed-me)	G. N. Collie (ce-m) A. F. Smith (ce-e) L. P. Mumpton (sp-m) J. A. Kiernan (sp-e) George Foxhall (Su)	Charles H. Morse (bm) Edw. D. Dolhenty (cm)	H. H. Hoffman (adv-dir) George J. Knoll (loc.) Thomas J. Mills (n) Frank R. Twiss (cl)	
	Gazette (e) 62,445	....	....							
	Combined daily (me) 105,094	.25	.207							
	Sunday edition (S) 53,030	.18	.128							

MICHIGAN

City Population	Name of Newspaper Circulation	Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ADRIAN 13,064	Telegram (e) 9,627	.05	.04	(I) (AP) (none)	Stuart H. Perry, Pub. Adrian Telegram, Inc.	Stuart H. Perry Wallace R. Kats	Donald L. Frasier Hoig L. Gay (sp)	L. B. Oberlin (bm) Fred J. Meyerhuber (cm)	L. B. Oberlin Mrs. Alice Hoff (cl)	
ALBION 8,323	Recorder (e) 2,358	.02	.018	(I) (UP) (J) (125)	Recorder Press Co.	Walter S. Kennedy Jack C. Bedient	Mark Fall	Walter S. Kennedy Jack Bedient (bm-cm)	Jack C. Bedient Walter S. Kennedy (n-cl)	Phil. J. Church (j)
ALPENA 12,166	News (e) 3,984	....	....	(I) (UP) (141)	Alpena News Pub. Co. Emmet Richards, Pres.-Pub.	Emmet Richards	F. M. Garvey R. M. McCollum (sp)	Emmet Richards B. R. Lamp (cm)	A. J. Hana (n) B. R. Lamp (cl)	Angus Kaminski
ANN ARBOR 26,944	News (e) 10,164x	.06	....	(I) (AP, UP) (mer) (†) (74-83)	Booth Newspapers, Inc.	R. Ray Baker (me)	C. W. Richmond F. W. V. Marsh (sp)	C. H. McKinley C. G. Cooke (cm)	S. L. Squier H. G. Ristine (cl)	L. J. Lockwood
BATTLE CREEK 43,573	Enquirer-News (e) 13,773	.05	....	(1-R) (AP) (E) (2)	Enquirer-News Co. A. L. Miller, Pres.-Pub.	A. L. Miller Leo C. Sheehan	Cliff Ketchem Rex Wallace (sp)	A. C. Pfander	Harold H. Bredlow (n) W. C. Melville (cl)	D. W. Olmstead
	Sunday edition (S) 13,996	.05	....							
	Moon-Journal (e) 9,556	.045	.045	(I) (UP) (68)	Moon-Journal Pub. Co. N. E. Conine, Pres.	Geo. B. Dolliver	Walter L. Browne Geo. B. Dolliver, Jr. (sp)	N. E. Conine (gm-bm) L. W. Hurt (cm)	N. S. Purdy A. R. Hensler, Jr. (n-cl)	L. Howlett
BAY CITY 47,355	Times (e) 19,675	.07	....	(I) (AP, UP) (†) (74-83)	Booth Newspapers, Inc.	Kenneth Duncan (me)	Milton Hewes Glenn MacDonald (sp)	Stanley J. Armstr'g (bm) Lester A. Florance (cm)	Andrew J. Simpson Victor A. Meisel (n) Lloyd Stevens (cl)	Max Presser
	Sunday edition (S) 19,252	.07	....							
BENTON HARBOR 15,416	News-Palladium (e) 10,473	.045	.025	(R) (AP) (132)	Palladium Pub. Co. Stanley R. Banyon, Pub. J. N. Klock, Pres.	Stanley R. Banyon L. Robert White	Chester W. Bailey James Enright (sp)	Stanley R. Banyon (gm-bm) R. W. Haynes (cm)	Russel M. Boothby (n) W. Scott Moore (cl)	Geo. Culverhouse
BIG RAPIDS 4,670	Pioneer (e) 3,454	.03	....	(I) (UP) (†) (125)	Conine Pub. Co. Nelson E. Conine, Pres.-Pub.	Lester Williams W. G. Williams	Lester Williams (sp)	W. G. Williams (bm) K. A. Whalen (cm)	S. M. Luce W. G. Williams (n) K. A. Whalen (cl)	E. J. Fisher
CADILLAC 9,826	News (e) 3,782	.025	....	(I-R) (UP) (mer) (†) (J) (125)	T. O. Huckle	T. O. Huckle M. M. VanValkenburg	Mrs. M. M. VanValkenburg C. A. Paulson (sp)	T. O. Huckle Ralph Boughner (cm)	T. O. Huckle (n) Evelyn Benson (cl)	Verner Johnson Clarence Hundy (j)
CALUMET 1,557 (twp. 16,033)	News (e) 2,638	.02	....	(R) (AP) (J) (132-46)	Mining Gazette Co.					
CHEBOYGAN 4,923	Tribune (e) 3,592	.02	.014	(I) (UP) (125)	Conine Pub. Co. N. E. Conine, Pres.	Myrton M. Riggs	Gordon Turner (ce-sp)	Myrton M. Riggs (gm-bm) J. E. Smith (cm)	Edw. Monaghan M. M. Riggs (n) Emma Carmody (cl)	Walter Temple
COLDWATER 6,735	Reporter (e) 3,700	.025	.02	(I) (UP) (J) (none)	Horace Kitchel Estate	Ruth Kitchel (asso) Roy Newberry (me)	Seton C. Bovee Wm. J. Smith (sp)	Jack Elliott (cm)	Wm. J. H. Smith	Guy Gilchrist
DETROIT 1,568,662	Free Press (m) 284,614	.45	.285	(I-R) (AP,UP) (*S) (†) (J) (E) (144)	Detroit Free Press E. D. Stair, Pres. W. B. Lowe (Man.-dir.)	C. S. Shier Malcolm W. Bingay (ed-dir)	W. R. MacDonald (sp) Douglas Martin (Su)	W. H. Pettibone E. R. Hatton (cm)	C. W. Cosgrove Paul Mixter (n) Walter Butler (cl)	Geo. Cunningham A. H. Wannacott (j)
	Sunday edition (S) 274,005	.50	.295							
	Mirror (m) 89,389	.25	....	(UP) (43a-41a-48)		Frank W. Carson (me)		F. M. Flynn (bm)	John H. Glass	
	News (e) 295,186	.55	.375	(I) (AP,UP,CDN) (*S) (mer) (†) (J) (74-83)	Evening News Ass'n. W. E. Scripps, Pres.	G. E. Miller W. S. Gilmore	F. Gaertner H. G. Salsinger (sp) W. Park (Su)	H. Ponting D. R. Merrill (bm) J. C. Montgomery (cm)	Jeff B. Webb (gen-sales) H. C. Paterson W. H. Moore (n) L. C. Hanmer (cl)	S. Johansen H. Irwin (j)
	Sunday edition (S) 343,307	.55	....							
	Times (e) 272,671	.50	....	(I) (INS,US) (†) (E) (14)	W. E. Anderman	H. A. Montgomery		W. E. Anderman (bm) J. M. Stenbuck (cm)	A. G. Darmstader (adv.-dir.)	F. Buckridge
	Sunday edition (S) 315,960	.50	....							
DOWAGIAC 5,549	News (e) 2,263	.02	.017	(I) (UP) (J) (125)	Dowagiac Daily News Co. H. H. Whiteley, Pub. F. E. Lee, Pres.	John H. Coller (news) H. H. Whiteley (me)		H. H. Whitely	Fred McKenzie H. H. Whiteley (n) Mrs. L. Vanderburg (cl)	Tom Taylor A. L. Stickley (j)
ESCANABA 14,524	Press (m) 7,478	.045	.035	(R) (AP) (J) (125)	Escanaba Press Co. John P. Norton, Pres.-Pub.	John P. Norton Wm. Duchaine	L. A. Danielson K. Gunderman (sp)	John P. Norton W. H. Holreth & F. J. Lindenthal (bm) L. A. Stade (cm)	R. W. Clarke W. H. Holreth (n) Ellen M. Johnson (cl)	W. H. Holreth Egner Johnson (j)
FLINT 156,492	Journal (e) 47,090	.14	.14	(I) (AP, UP) (mer) (†) (74-83)	Booth Newspapers, Inc.	Michael A. Gorman (me)	Roy K. Lawrence Harry M. Dayton (sp) Ralph N. Byers (Su)	Earl R. Chapman (bm) Robt. W. Taylor (cm)	Lester G. Karr Harold M. Utley (n) Frank A. Becker (cl)	George Crammond
	Sunday edition (S) 44,368	.14	....							
GRAND HAVEN 8,345	Tribune (e) 2,623	.025	.025	(I-R) (AP) (J) (125)	Grand Haven Tribune E. J. McCall, Pres.	Almon W. McCall	A. H. Bos Ray Fisher (sp)	E. J. McCall Earl Willoughby (cm)	J. Watson McCall (n) Mildred Olsen (cl)	James Siplon E. J. McCall
GRAND RAPIDS 168,592	Herald (m) 36,048	.10	....	(I-R) (AP) (E) (2)	Federated Publications, Inc. Russell J. Boyle, Pub. A. L. Miller, Pres.	Frank M. Sparks John F. Wurz	Raymond J. Keiser Heinie Martin (sp)	Russell J. Boyle C. J. Toot (bm-cm)	J. C. Van Norman Edmund Esenwein (cl)	
	Sunday edition (S) 35,639	.10	....							
	Press (e) 84,654	.20	....	(I) (AP,UP) (mer) (†) (74-83)	Booth Newspapers, Inc. C. M. Greenway, Pres.	C. M. Greenway Lee M. Woodruff	Bert Post Roscoe Bennett (sp)	C. M. Greenway E. J. Slemons (bm) George D. Smith (cm)	H. S. Conlon L. F. Hodgins (n) H. S. Conlon (cl)	E. H. Haldaman
GREENVILLE 4,730	News (e) 2,283	.02	....	(I) (UP) (J) (125)	Independent Press, Inc. H. D. Lansing, Pres.	D. G. Glascoff		H. D. Lansing	D. A. Smith	
HOLLAND 14,347	Sentinel (e) 4,345	.03	.03	(I) (UP) (125)	C. A. French, Pub. Sentinel Ptg. Co.	C. A. French (me)		J. D. French (bm)		
HANCOCK 5,795	Copper Journal (e) 3,180	.025	....	(I) (AP) (J) (60)	M. M. Ley	H. Finnegan		F. Williams (cm)		
HILLSDALE 5,896	News (e) 4,782	.035	....	(I) (AP) (1)	Harvey J. Burgess				Howard L. Bush	
HOUGHTON 3,757	Mining Gazette (m) 7,183	.036	.025	(R) (AP) (J) (132-46)	Mining Gazette Co. William G. Rice, Pres.	Merwin W. Youngs		John R. Pimlott		
	Sunday edition (S) 7,183	.036	....							

(*Continued on page 54*)

In the dear old days of '29, chasing business-volume and sweating blood over beating previous years' bests in sales records was distinctly of the mode. Today, to paraphrase Farragut, the business man says to himself: "Damn the volume, full speed ahead to a *profit*." Too, advertising is seeking profits for its practitioners. There is no other excuse for advertising at this hour except to *work hard* and *aim* at the business of making sales and *making profits* in the selling. Today, advertising must chase a dollar farther and faster than ever before in the history of business. In Detroit, the circulation of the Free Press takes your agate line directly to the spots where *dollars are* . . . where *sales and profits can be made*. In the twenty better-buying, English speaking residential districts of Detroit, where there are 89% of all chain drug store sales; 81% of all electric refrigerator sales; 70% of all telephones and 79% of all automobile sales . . . the Free Press concentrates more than three-fourths of its city circulation, providing coverage of approximately three out of every four homes. Through the Free Press your advertising moves toward *money* in Detroit, which should now be the prime objective of all advertising. There is no guesswork about this. 'Tis a fact, and the facts may be had for the asking.

The Detroit Free Press

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MICHIGAN (Cont'd)

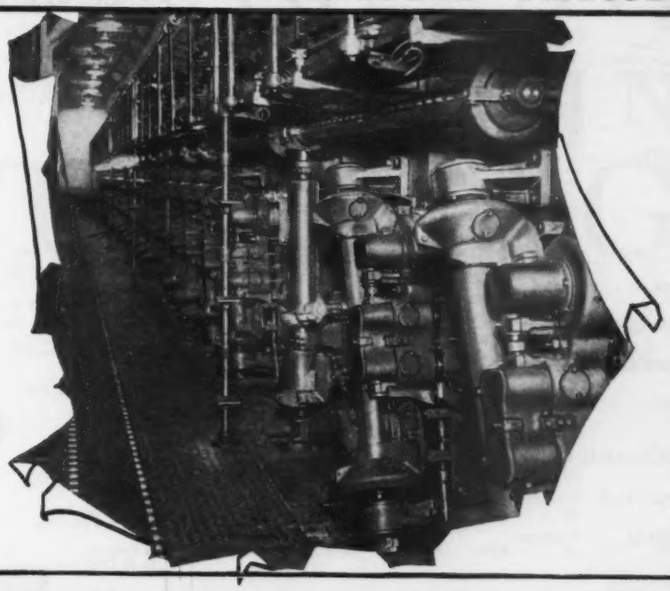
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man,.	Mech. Supt. Job Supt.
IONIA	Sentinel-Standard									
6,562	(e) 3,281	.025	....	(I) (AP) (†) (125)	Ionia Sentinel-Standard, Inc.	Fred M. Kidd			Dwight D. Whipple	Frank T. Stevenson
IRON MOUNTAIN	News									
11,652	(e) 7,919	.045	....	(I) (AP) (125)	Iron Mountain Pub. Co. Frank J. Russell, Pres.	Frank T. Russell T. J. Masterson	T. J. Masterson Wilbert H. Treloar (sp)	Frank J. Russell Wm. F. Russell (bm) E. L. Steele (cm)	James E. Patterson Wm. F. Russell (n) E. L. Steele (cl)	Max Antonino
IRONWOOD	Globe									
14,299	(e) 6,505	.045	045	(I-R) (AP) (†) (none)	Globe Pub. Co. Linwood I. Noyes, Pres.	Linwood I. Noyes W. C. Janson (me)	H. O. Sonnesyn (ce-sp.)	Linwood I. Noyes Ed. Verhelst (cm)	F. G. Sappington Jennie Nyberg (n)	Henry Lindbloom
JACKSON	Citizen-Patriot									
55,187	(e) 25,009	.09	.09	(I) (AP, UP) (74-83)	Booth Newspapers, Inc. C. M. Greenway, Pres.	B. M. Wynkoop C. A. Ihrkey		B. M. Wynkoop J. E. Noll (bm) George M. Cowden (cm)	J. E. Noll	
	Sunday edition									
	(S) 25,454	.09	....							
	Tribune									
	(m) 5,492	.04	.053	(I) (UP) (103-4)	Jackson Tribune Pub. Co. J. H. Allen, Pres.	Chas. P. Hathorne Frank T. White	Albert Cotton (sp)	Chas. P. Hathorne Z. C. French (bm) G. R. Miller (cm)	A. L. Corrigan C. H. Pierce (n)	J. H. Allen
KALAMAZOO	Gazette									
54,786	(e) 28,652x	.09	.09	(I) (AP,UP) (mer) (†) (74-83)	Booth Newspapers, Inc.	John K. Walsh (me)	Lowell C. Plasterer Jerry O. Hagan (sp)	C. M. Greenway, Jr. Carl M. Austin (cm)	Dudley E. Munger Earl W. Beach (cl)	Claire L. Klose
	Sunday edition									
	(S) 28,168x	.09	....							
LANSING	Capital News									
78,397	(e) 10,726x	.045	.025	(I) (UP) (†) (125)	Mich. Macfadden Newspaper Corp.	J. P. Burkhart (me)	J. P. Burkhart	J. T. Henretty (gm-bm) Wm. J. Morrisey, Jr. (cm)	G. Bert Foster (cl)	Ed. A. Brinegar
	State Journal									
	(e) 41,394x	.12	.12	(I) (AP) (J) (2)	State Journal Co. Paul A. Martin, Pub. A. L. Miller, Pres.	Paul A. Martin K. C. Park	K. R. West Geo. Alderton (sp)	Paul A. Martin Harry A. Wooton (bm-cm)	Joseph Foltz H. J. Baker (n) C. J. Woodruff (cl)	A. M. Jullien
LUDINGTON	News									
8,898	(e) 3,880	.03	....	(I) (AP) (none)	Ludington Daily News, Inc. J. F. Buck, Pub. E. A. Miller, Pres.	J. F. Buck Agnes MacLaren	Agnes MacLaren George L. Egbert (sp) J. F. Buck (Su)	J. F. Buck (gm-bm) Alice Nelson (cm)	Joe M. Taggart	H. Schumacher
	Sunday edition									
	(S) 3,872	.03	....							
MANISTEE	News-Advocate									
8,078	(e) 3,640	.03	....	(I) (UP) (†) (125)	Conine Pub. Co. N. E. Conine, Pres.	Ewald W. Pfeiffer	C. C. Peterson Win Kuehl (sp)	Ewald W. Pfeiffer (bm) Sylvia Wissner (cm)	Chris Thomas (n) Sylvia Wissner (cl)	Wm. Shimke
MARQUETTE	Mining Journal									
14,789; 30,087, met	(m) 8,391	.05	.05	(I) (AP) (40)	Mining Journal Co., Ltd.	Frank J. Russell E. A. Moore	E. A. Moore D. McIntosh (sp)	Leo G. Brott (gm-bm) Arthur W. Urbach (cm)	Leo G. Brott (n) James Johnson (cl)	E. A. Brehm
MARSHALL	Chronicle									
5,019	(e) 2,675	.025	.02	(I) (UP) (125)	J. M. Moses & Son	J. M. Moses F. R. Moses		F. R. Moses (gm-bm)		
MENOMINEE	Herald-Leader									
10,320	(e) 4,256	.03	.025	(R) (AP) (J) (none)	Herald-Leader Co. P. C. Munroe, Pub. R. M. Andrews, Pres.	R. M. Andrews B. W. Donnell	Jean Worth Barry Macaulay (sp)	P. C. Munroe (gm-bm) R. Schulz (cm)	H. A. Perry R. L. Thorp (n) L. MacFarlane (cl)	Leo F. Giroux
MONROE	News									
18,000	(e) 6,967	.045	....	(I) (AP) (J) (40)	J. S. Gray	J. S. Gray Carl Zeisler	F. W. Larouche Harold Funk (sp)	J. S. Gray C. K. Wesley (bm) James Reedy (cm)	F. H. Bennett C. K. Wesley (n) E. Elliott (cl)	Wm. Lacure H. B. Davenport (j)
MOUNT CLEMENS	Leader									
13,497	(e) 6,871	....	....	(I) (AP,UP) (28)	F. N. Price	S. Norton Price	Edward L. Vaile Bernard Ballentine (sp)	S. Nortou Price Guy H. Griffith (cm)		Clarence Thielk
MUSKEGON	Chronicle									
68,576	(e) 20,132	.07	....	(I) (AP,UP) (74-83)	Booth Newspapers, Inc.	Arthur E. Boswell Archie E. McCrea	John A. Chisholm Jas. F. Henderson (sp)	Arthur E. Boswell (gm-bm) J. M. Earle (cm)	W. A. Bennetts	Peter H. Taselaar
NILES	Star									
11,326	(e) 3,708	.03	....	(I) (AP) (†) (125)	Star Pub. Co., Inc. F. J. Plym, Pres.	R. G. Tobin	Anna McBridge Denton Kunse (sp)	J. R. Scamehorn (bm) M. D. Gravenstein (cm)	W. A. Biernatzki (n) J. P. Medo (cl)	P. E. Lenane
OWOSSO	Argus-Press									
15,000	(e) 7,450	.04	....	(I) (AP) (132)	Argus-Press Co. H. K. White, Sr., Pres.	J. Evens Campbell (me)	J. E. Dingwall Ray O. Spence (sp)	J. E. Campbell (gm-bm) E. H. Bonn (cm)	Geo. W. Campbell J. E. Campbell (n) Joe Moore (cl)	Clare Brewster
PETOSKEY	News									
5,740	(e) 2,690	.02	.02	(I-R) (UP) (mer) (J) (125)	Petoskey News Ptg. Co. D. H. Hinkley, Pres.	H. Lee North		C. E. Garvin H. B. Lee (bm)	D. H. Barnes (n) D. DuChaine (cl)	G. L. Gulbrandson J. C. Barnes (j)
PONTIAC	Press									
64,928	(e) 25,825	.08	....	(I) (AP,UP,INS) (†) (none)	Pontiac Press Co. H. H. Fitzgerald, Pres.	Harold A. Fitzgerald C. N. Church	E. C. Havhow Dale Stafford (sp)	Harold A. Fitzgerald (gm-bm) Earl Treadwell (cm)	H. F. Brodie Russell Bassett (n)	
PORT HURON	Times Herald									
31,361	(e) 20,173	.07	....	(I) (AP) (†) (1)	Times Herald Co., Inc. E. J. Ottaway & L. A. Weil, Pub. E. J. Ottaway, Pres.	Louis A. Weil George A. Hunter	Edward S. Snover Fred Vincent (sp)	E. J. Ottaway O. G. Allen (asst-bm) J. L. Doolittle (cm)	Geo A. Ashpole (n) Frank Burkhart (cl)	Albert Jones
ROYAL OAK	Tribune									
22,805	(e) 8,548	....	....	(I) (INS,UP) (mer) (J) (92)	Tribune Pub. Co. Floyd J. Miller, Pres.	Lynn S. Miller (me)	Thornell Barnes (sp)	Floyd J. Miller Watson T. Brown (cm)	A. S. Charlebois	T. F. Bliss (j)
SAGINAW	News									
80,715	(e) 28,079	.10	.055	(I) (AP, UP) (†) (74-83)	Booth Newspapers, Inc.	Arthur R. Treanor George D. Perry	Robert T. McMillen Wm. E. Whatley (sp)	Arthur R. Treanor (gm-bm) John A. McDonald (cm)	Stanley V. McQuade P. Campbell (n) Wm. H. Severin (cl)	Kleber D. King
	Sunday edition									
	(S) 27,325	.10	....							
ST. JOSEPH	Herald-Press									
8,349	(e) 4,553	.03	....	(I) 132-46)	Rex V. Wynkoop			Rex V. Wynkoop (gm-bm) R. W. Haynes (cm)		
SAULT STE. MARIE	News									
13,755	(e) 5,410	.05	.05	(I-R) (AP) (J) (125)	Sault News Ptg. Co. Geo. A. Osborn, Pres.	George A. Osborn J. P. Chandler	John G. Zabelka James Ripley (sp)	J. P. Chandler (gm-bm) Catherine Mackie (cm)	Charles Zylstra (n)	Thos. J. Watchorn Rex B. Smith (j)
SOUTH HAVEN	Tribune									
4,889	(e) 2,896	.02	.02	(I) (UP) (125)	Tribune Co.	C. O. Monroe		H. S. Pringle		
STURGIS	Journal									
6,950	(e) 4,242	.03	.03	(I) (UP) (J) (125)	Mark P. Haines	Mark P. Haines A. C. Sleight	F. R. Hawkins (se-sp)	Mark P. Haines J. Fred Mayer (bm)	J. Fred Mayer (n)	L. A. Good
THREE RIVERS	Commercial									
7,863	(e) 2,873	.025	.025	(I) (UP) (†) (J) (125)	Three Rivers Pub. Co. Wm. H. Shumaker, Pub. C. M. Shumaker, Pres.	W. H. Shumaker	H. L. Shook R. Van Horn (sp)	J. H. Wagner (bm) R. M. Shumaker (cm)	J. H. Wagner Wm. H. Shumaker (n) R. M. Shumaker (cl)	L.C. Besley
TRAVERSE CITY	Record-Eagle									
12,539	(e) 5,063	.035	.0286	(I) (UP) (†) (125)	Herald and Record Co. A. C. Batdorff, Pres.	A. C. Batdorff L. A. Holliday	J. P. Smith L. A. Holliday (sp)	A. C. Batdorff (gm-bm) C. R. Saunders (cm)	F. D. Leonard M. Kistler (n-cl)	W. C. Nelson
WYANDOTTE	Record									
28,368	(e) 3,500	.025	.036	(I) (UP) (J) (125)	J. T. Henretty, Pub. Record Press, Inc.	J. T. Henretty	James E. Ostrum (ce-sp)	J. T. Henretty (gm-bm) Louis Navarre (cm)	C. H. Arundel (n) H. M. Rushlow (cl)	L. B. Masters
YPSILANTI	Press									
10,143	(e) 3,646	.035	....	(I) (AP,UP,INS) (125)	Ypsilanti Press G. C. Handy, Pres. & Pub.	H. H. Carr	Ray Smith (sp)		R. H. Newcomer Clare J. Hewens (n)	

MINNESOTA

City Population	Name of Newspaper Circulation	Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man,.	Mech. Supt. Job Supt.
ALBERT LEA	Tribune									
10,169	(e) 5,018	.04	.04	(I-R) (AP) (†) (J) (141)	Albert Lea Pub. Co. S. O. Simonson, Pres.	Burt May S. O. Simonson and L. S. Whitcomb (me)	Burt May Russell Voigt (sp)	L.S. Whitcomb(gm-bm) S. O. Simonson (gm-bm) L. S. Whitcomb (cm)	L. I. Aasgaard S. O. Simonson (cl)	S. O. Simonson
AUSTIN	Herald									
12,276	(e) 5,100	.04	....	(I) (AP) (†) (J) (141)	Herald Pub. Co H. E. Rasmussen, Pub.	J. H. Skinner Clarence Bingeson	Jay Doane (ce-sp)	H. E. Rasmussen Geraldine Rasmussen (bm) Anna Webb (cm)	Clarence Beadell F. C. Ulmer (cl)	Otto Bluhm J. L. Lee (j)
BEMIDJI	Pioneer									
7,202	(e) 2,505	.03	....	(I) (AP) (J) (141-107)	Pioneer Pub. Co W. F. Marcum, Pres.	H. Z. Mitchell J. D. Winter	J. D. Winter Anders Hauge (sp)	W. F. Marcum (bm) M. E. Mossefin (cm)	A. B. Fallon H. Z. Mitchell (n) D. Miller (cl)	W. F. Marcum
BRAINERD	Dispatch									
10,221	(e) 2,896	.03	.025	(I) (UP) (†) (J) (66)	Brainerd Dispatch Co. Alan D. Masters and W. D. Junkins, Pubs. W. J. McGiffin, Pres.	Paul Jaeger	Clarence Dahlen Paul Jaeger (sp) Mary Hawkins (Su)	Allan D. Masters (bm) Henry McCullough(cm)	Henry McCullough Alan D. Masters (n) Florence Minett (cl)	Albert Anderson Roy Allison (j)
	Sunday edition									
	(S) 2,896	.03	....							

(*Continued on page 56*)

SOMETHING MODERN: A-C. DRIVES FOR HIGH-SPEED PRESSES



SIX G-E 200-HP. A-C.

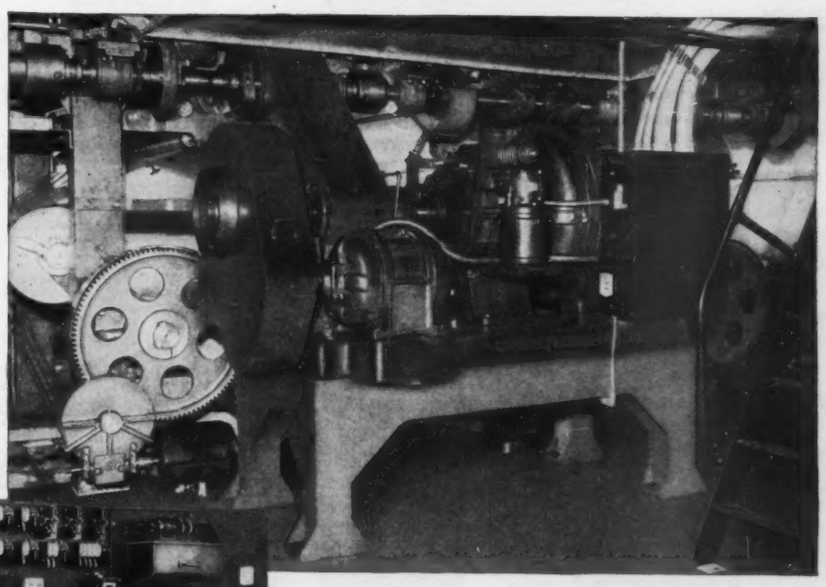
DOUBLE-MOTOR DRIVES

POWER THE NEW PRESSES OF

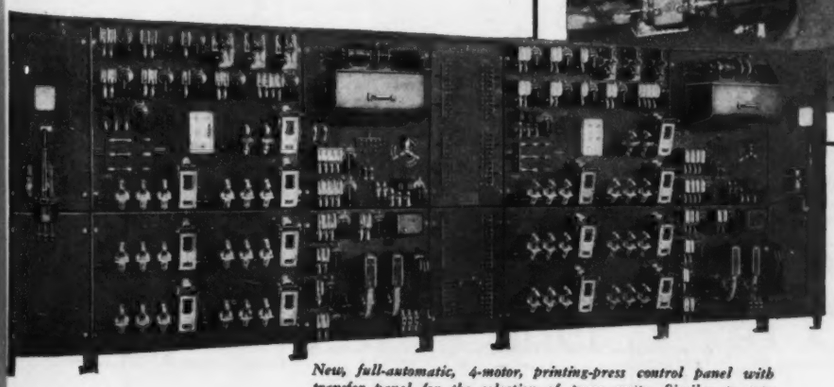
THE NEW YORK WORLD-TELEGRAM
(A Scripps-Howard Newspaper)

THE NEW YORK WORLD-TELEGRAM has installed six 200-hp. General Electric alternating-current, double-motor drives in its new plant at 158 West Street, New York City. Operated by the latest type of G-E full-automatic control equipment without sliding contacts, these equipments drive a row of 25 high-speed press units manufactured by R. Hoe & Company.

Some of the advantages which General Electric equipment brings to this new pressroom are those of the time-interval-start safety signal system; new Thrustor brakes for positive, quick stop; compact, reliable control equipment mounted on a single panel, thereby eliminating auxiliary panels; means for parallel operation without mechanical interlocks or shafting between controllers; utilization of a-c. power as supplied to the premises, thus dispensing with all conversion equipment.



One of the six new General Electric 200-hp. a-c. double-motor drives in plant of The New York World-Telegram



New, full-automatic, 4-motor, printing-press control panel with transfer panel for the selection of press units. Similar to type installed in plant of The New York World-Telegram

The advantages in flexibility, economy, and dependability which G-E equipment brings to *The New York World-Telegram* emphasize the completeness of General Electric service—all electric equipment, motors, and control, from one manufacturer. Remember: whatever your requirements, large or small, General Electric is prepared to meet them completely with proved, dependable equipment. Give your nearest G-E office an opportunity to be of service.

200-530

GENERAL ELECTRIC

SALES AND ENGINEERING SERVICE IN PRINCIPAL CITIES

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MINNESOTA (Cont'd)

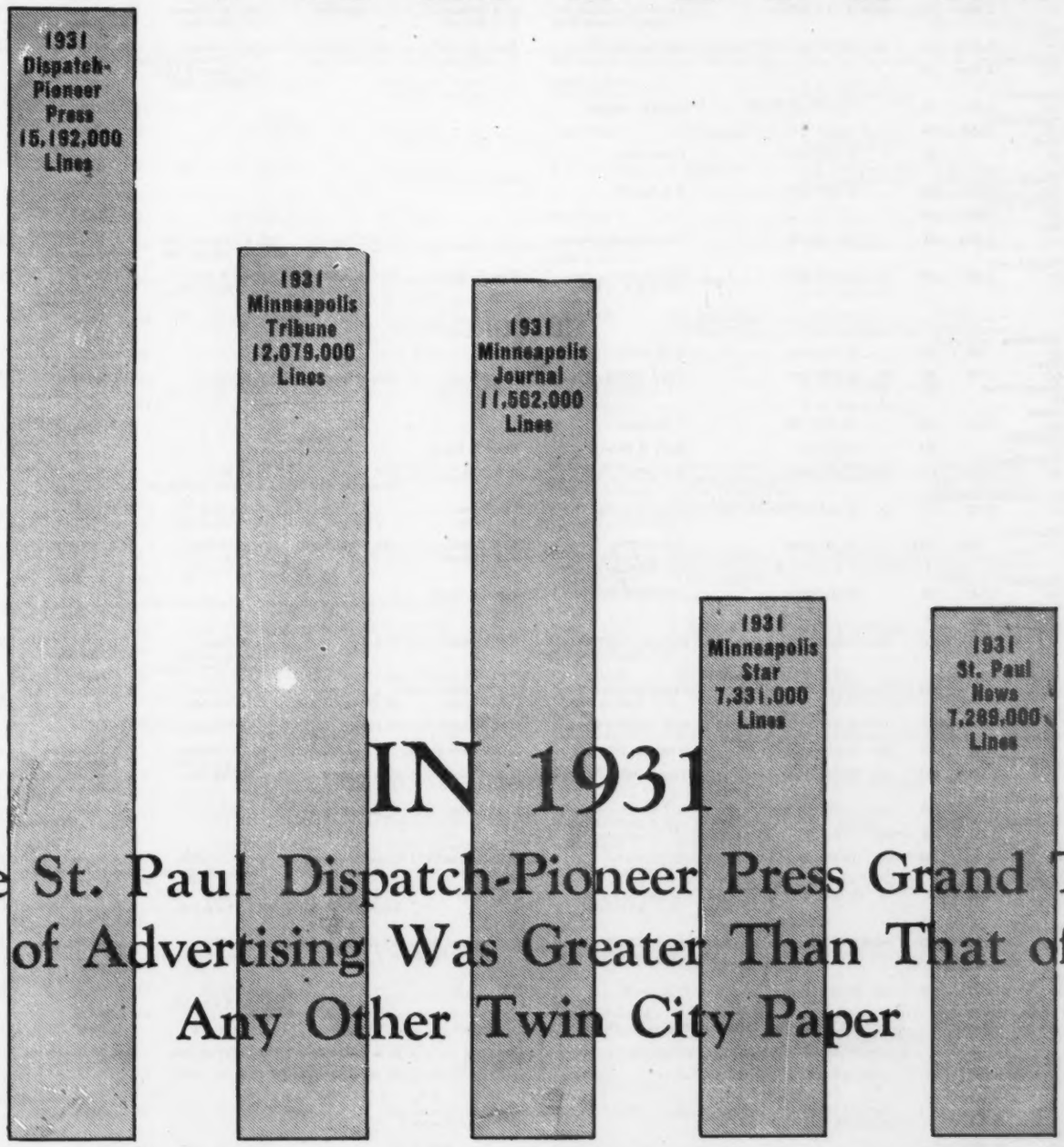
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CROOKSTON	Times									
6,321	(e) 3,160	.03	.021	(I) (AP) (†) (J) (141-107)	Crookston Times Ptg. Co. D. A. McKenzie, Pres. & P.	D. A. McKenzie R. A. Broad	Scott Laird Wm. McWaters (sp)	L. C. St. Martin (bm) Myrtle Taylor (cm)	G.K. Palmer	Roy Kinshella
	Leader (m) new daily	.03	....	(3)	H. Hagen		H. Hogen	A. Hagen (bm-cm)	H. Hendricks	M. Madison
	Sunday edition (S)	03								
DULUTH	News-Tribune									
101,463	(m) 34,655	....	....							
	Herald (e) 49,117	....	....	(I-R) (AP,UP,INS) (mer) (†) (E) (12)	M. F. Hanson and Paul Block, Pubs.	Philo Brockway (m) Stillman H. Bingham (e) Fred H. Weinberg (me-m) Wm. T. Thompson (me-e)	Walter Hard (ce-m) Jas. A. Stuart (ce-e) C. W. Campbell (sp-m) A. P. Macdonald(sp-e)	Wm. F. Henry (bm) J. H. Jordan (bm-m) RalphM.Parsons(cm-m) George H. Hunter(cm-e)	E. R. Cluett (m) Wm. F. Henry (e) J. H. Jordan (n) P. J. Robinson (cl)	
	Combined daily (me) 74,772	.21	....							
	Sunday edition (S) 30,557	.21	....							
FAIRMONT	Sentinel									
5,521	(e) 5,078	.045	.04	(I) (AP) (J) (141-107)	Sentinel Pub. Co. H. S. Fairley, Pres.	H. S. Fairley A. M. Nelson	H. S. Fairley H. J. Earle (sp)	A. M. Nelson (gm-bm) J. F. Cavers (cm)	C. N. Swanson J. F. Cavers (cl)	F. V. Burdick B. F. Bird (j)
FAIRBAULT	News									
12,767	(e) 6,099	.04	....	(I) (UP) (141-107)	Daily News, Inc. Mrs. Helen Bratton, Pub.	Mrs. Helen Bratton		H. G. Savoie (bm)	H. G. Savoie	
FERGUS FALLS	Journal									
9,386	(e) 7,579x	.04	.04	(R) (AP) (141)	Fergus Journal Co. W. L. Robertson, Pub.	W. L. Robertson	C. A. Snowberg	R. J. Underwood (bm) F. H. Greenagel (cm)	E. O. Boen	
HIBBING	Tribune									
15,666	(e) 5,529	.04	.04	(R) (AP) (J) (141-107)	R. W. Hitchock	R. W. Hitchcock George M. Fisher	George M. Fisher Clarence T. Smith (sp)	James G. Early(gm-bm) William H. Kemp (cm)	B. Irving Feldman I. Bedard (n) M. I. Johnson (cl)	Fred. G. Hancock Al Heitman (j)
INTERNATIONAL FALLS	Journal									
5,036	(e) 1,451	.025	.025	(R) (AP) (J) (141-107)	Border Pub. Co. C. T. McMurray, Pres.	Moyle Edwards	John Parsons L. Roy Lutz (sp)	E. J. Chilgren John Parsons (cm)	E. J. Chilgren	H. H. Berg. E. J. Chilgren (j)
LITTLE FALLS	Transcript									
5,014	(e) 2,516	.025	.025	(R) (UP) (J) (141-107)	Transcript Pub. Co. Clara K. Fuller, Pres.	Ed M. LaFond	Guilbert Jarvis	Geo. L. Johnson(gm-bm)	Geo. L. Johnson	Gus. T. Larson
MANKATO	Free Press									
14,038	(e) 9,284	.05	....	(R-I) (AP) (J) (141-107)	Free Press Co. M. D. Fritz, Pres.	Clifford Russell M. D. Fritz: C. R. Butler: Rolf G. Julsrud (me's)		C. R. Butler M. D. Fritz (bm) L. Carlson (cm)	Rolf G. Julsrud	
MINNEAPOLIS	Journal									
464,356	(e) 120,730	.28	....	(I-R) (AP,UP,CT,NWN,NYT, NYHT,CP) (*S) (E) (110)	Journal Ptg. Co. Carl W. Jones, Pres. & Pub.	W. B. Chamberlain (asso) L. M. Harkness (me)	Lief Gilstad Jack Quinlan (sp) Dick Cullum (asso-sp) Manus McFadden (Su)	G. B. Bickelhaupt (bm) Franklin Rook (cm)	T. Norman Williams J. E. Jerome (n)	H. L. Foster
	Sunday edition (S) 168,087	.32	....							
	Star (e) 72,957	....	....	(I) (UP) (E) (7)	Minneapolis Star Co. John Thompson, Pres. & P.	G. H. Adams W. C .Robertson	Geo. Guise Chas. Johnson (sp)	John Thompson H. D. Bratter (bm) W. D. Parsons (cm)	Wm. C. Auer A. W. Berg (cl)	C. H. Jorgensen
	Tribune (m) 69,249	....	....							
	Tribune (e) 64,998	....	....	(R)(AP,UP,NWN,NYW)(*S) (153-111)	Minnesota Tribune Co. Frederick E. Murphy, Pres. & Pub.	Frederick E. Murphy. Thomas J. Dillon	Bernard T. Campbell George Barton (sp) James H. Baker (Su)	Edwin P. Stewart J. E. Medley (bm) Walter E. Lamb (cm)	Walter E. Lamb	Joseph E. Murphy
	Combined daily (me) 134,247	.28	.28							
	Sunday edition (S) 170,155	.32	....							
MOOREHEAD	News									
7,651	(e) 3,700	.03	.025	(I-R) (UP) (J) (141)	Moorehead News Co., Inc. Wayne Peterson, Pub. E. D. Lum, Pub.	Wayne Peterson	Stanley Cowan Richard Hackenberg (sp)	Wayne Peterson (gm-bm) A. C. Olson (cm)	J. P. Melberg Wayne Peterson (n) Blanch Rebuck (cl)	A. P. Messer
OWATONNA	People's Press									
7,652	(m) 3,117	.03	.03	(I) (AP) (†) (J) (107)	B. E. Darby & Sons, Inc. B. E. Darby, Pres.	George F. Darby	L. R. Ringhofer (ce-sp) George F. Darby (Su)	B. E. Darby Harry B. Darby (bm) Will H. Darby (bm-cm)	Will H. Darby	Harry B. Darby
	Sunday edition (S) 3,117	.03	....							
RED WING	Eagle									
9,629	(e) 2,616	.021	....	(I-D) (AP) (J) (none)	N. P. Olson			N. P. Olson (bm)	A. H. Olson	
	Republican (e) 3,219	.025	.025	(I-R) (UP) (J) (141-107)	Red Wing Ptg. Co. Jens K. Grondahl, Pres.	Jens K. Grondahl J. P. Kelley	H. V. Peterson Joe Kernan (sp)	Jens K. Grondahl A. F. Burns (bm-cm)	A. F. Burns	R. Chinnock
ROCHESTER	Post-Bulletin									
20,621	(e) 10,704	.055	....	(I) (AP,UP) (J) (141)	Post-Bulletin Co. C. S. Witherstine, Pres.	G. S. Witherstine (me)	Ed Branley Stew Hargesheimer (sp)	Clare W. Blakely (gm-bm) George H. Rowe (cm)	Carl E. Thomas H. H. Blakely (n) J. H. Cooney (cl)	P. J. Theisen T. J. Norrie (j)
ST. CLOUD	Times-Journal									
21,000	(e) 9,033x	.06	.045	(I) (AP,UP) (mer) (†) (J) (141-107)	Times Pub. Co. Fred Schilplin, Pub. & Pres.	Alvah Eastman Harold Schoelkopf	Peter M. Weyrens Walter Grinola (sp)	Fred'k Schilplin (gm-bm) Wilfred Lauer (cm)	C. H. Gustafson Frances Meyer (cl)	Joseph Hick Geo. Rosenberger (j)
ST. PAUL	Pioneer-Press									
271,606	(m) 76,639	....	....							
	Dispatch (e) 90,021	....	....	(I) (AP,CDN) (*S) (mer) (†) (E) (110)	Dispatch-Pioneer Press Co. L. E. Owens, Pub. & Pres.	R. J. Dunlap (me)	V. E. Fairbanks L. J. McKenna (sp) A. H. Cook (Su)	W. F. Johns	J. X. Gooris R. B. Liggett (n) J. F. Lewis (cl)	
	Combined daily (me) 166,660	.28	.225							
	Sunday edition (S) 134,678	.30	.165							
	News (e) 82,690	.18	.11	(I) (UP) (†) (J) (E) (9-10)	Daily News Pub. Co. N. W. Reay, Pub. & Pres.	Howard Kahn I. E. Richard	Al Wagner Ed Shave (sp) M. T. Caine (Su)	N. W. Reay Wm. H. Neal (bm) C. F. Aldrich (cm)	M. W. Thompson C. H. Shipton (cl)	J. Mayen
	Sunday edition (S) 57,798	.18	....							
SOUTH ST. PAUL	Reporter									
10,000	(e) 5,426	.035	.035	(I) (J) (103-4)	So. St. Paul Reporter Co. J. J. Flanagan, Pres.	Wilbur M. Fisk	Chas. T. Burnley Henry Borts (sp)	Wilbur M. Fisk (gm-bm) Harvey W. McGee (cm)	Harvey W. McGee Milton E. Johnson (cl)	C. M. Stearns
STILLWATER	Gazette									
7,173	(e) 1,510	.021	.021	(E) (UP) (J) (none)	Easton-Masterman Co. W. E. Easton, Pres.	W. E. Easton	F. G. Neumeier	Ned Easton	T. F. Meehan	John Niederer
VIRGINIA	Enterprise									
11,963	(e) 3,009	.03	.03	(I) (AP) (†) (141)	Enterprise Ptg. & Pub. Co. Elbridge C. Smith, Pres.	Elbridge C. Smith	Donald J. MacIver Robt. See (sp)	Elbridge C. Smith (gm-bm) Andrew Draddich (cm)	R. J. McNiff Vivian Swanson (cl)	Wm. Lostrom
WILLMAR	Tribune									
6,673	(e) 3,244	.03	.03	(I) (AP) (J) (141)	Tribune Ptg. Co. Victor E. Lawson, Pres.	Victor E. Lawson O. B. Augustson	H. A. Hengstler (ce-sp)	Victor E. Lawson (gm-bm) Emil Aspaas (cm)	O. B. Augustson Florence Freeberg (cl)	H. A. Hillerman J. V. Lawson (j))
WINONA	Republican-Herald									
20,850	(e) 13,695	.06	....	(I) (AP) (mer) (J) (103-4-107)	Republican & Herald Pub. Co. H. G. White, Pres.	H. G. White E. T. Edwards	G. R. Closway Bernard Duffy (sp)	H. G. White (gm-bm) H. G. Hymes (cm)	L. S. Belville M. H. White (cl)	John Bilder O. A. Olson (j)

MISSISSIPPI

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BILOXI & GULFPORT	Herald									
14,830 12,547	(e) 6,029x	.04	....	(D) (AP) (none)	Geo. W. Wilkes' Sons	Geo. P. Money E. P. Wilkes	*C. H. Eisendrath **A. G. Oscinach Paul I. Tiblier (sp)	W. G. Wilkes C. H. Rose (cm)	Brown Rodgers W. G. Wilkes (n)	G. P. Wilkes
					(Note: *City editor for Biloxi. **City editor for Gulfport)					
CLARKSDALE	Register									
10,043	(e) 4,364	.035	.035	(D) (AP) (J) (66)	Register Pub. Co., Inc. Mrs. G. P. Clark, Pres.	Dortch Campbell (me)	Sam Harris	A. J. Oswalt (bm) Cecil Dodd (cm)	H. C. Page A. J. Oswalt (n)	G. P. Birdsong
COLUMBUS	Commercial Dispatch									
10,743	(e) 5,140	.04	.035	(D) (AP) (J) (none)	Birney Imes	Birney Imes Joe Windham	Joe Windham Drew Shankle (sp)	H. I. Tate (bm) T. C. Billups (cm)	H. I. Tate	Barney Russell
	Sunday edition (S) 5,140	.04	....							
CORINTH	Corinthian									
6,220	(e) 1,492	.029	....	(D) (d) (none)	Klyce & Bishop			J. C. Bishop (bm) E. O. Klyce (cm)	J. C. Bishop	
GREENVILLE	Democrat-Times									
14,807	(e) 2,493	.025	.025	(D) (AP) (J) (141)	Greenville Newspaper & Ptg. Co. A. D. Smith, Pres.	Ernest Smith	Charles Kerg	Ernest Smith W. C. Tompkins (cm)	H. Armstrong	Lewis Smith E. W. Smith (j)
GREENWOOD	Commonwealth									
11,123	(e) 2,945	.03	.03	(D) (AP) (J) (none)	Sumter Gillespie	Littleton Upshur Sumter Gillespie	Roy Nelson J. P. Muse (sp)	Sumter Gillespie Mrs. Roy Wilkes (cm)	L. F. Johnson Sumter Gillespie (n) Mrs. Roy Wilkes (cl)	M. L. Busam

(*Continued on page* 58)

AGAIN! Leading All TWIN CITY PAPERS IN ADVERTISING



IN 1931

The St. Paul Dispatch-Pioneer Press Grand Total of Advertising Was Greater Than That of Any Other Twin City Paper

More advertisers every year are concentrating their St. Paul advertising in the Dispatch and Pioneer Press because they cover more than 90% of the market. It means resultful advertising with economy. These papers are also circulated in 2,672 cities and towns in Minnesota, Wisconsin, Iowa, North and South Dakota and Montana.

St. Paul Dispatch - Pioneer Press

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MISSISSIPPI (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HATTIESBURG	American									
18,601	(e) 6,576	.04	.035	(D) (AP, UP) (7)	Hattiesburg American F. S. Harmon, Pres.	F. S. Harmon Albert Witt	Albert Witt Robt. Brown (sp)	Thos. St. John (bm) Clyde H. Praytor (cm)	Geo. W. Lemons Thos. St. John (n) Annie R. Barber (cl)	T. Lee Praytor
JACKSON	Clarion-Ledger									
48,282	(m) 16,456x	.06	.06	(D) (AP) (52)	T. M. Hederman	T. M. Hederman Purser Hewitt		W. T. Buck (cm)	H. F. Crisler J. R. Brumby (n) Catherine Bailey (cl)	R. M. Crisler
	Sunday edition (S) 17,578x	.06	....							
	News (e) 29,970x	.10	.10	(D) (AP, UP) (†) (7)	News Pub. Co., Inc Frederick Sullens, Pres.	Frederick Sullens Geo. L. Sugg	Earl Magee (ce-sp) Geo. L. Suggs (Su)	W. G. Johnson, Sr T. Bules (cm)	H. Roscoe Bailey Mack Smythe (cl)	T. W. Anderson
	Sunday edition (S) 29,861x	.10	....							
LAUREL	Leader-Call									
18,017	(e) 5,296x	.05	.045	(I) (AP, UP) (7)	Laurel Daily Leader, Inc James H. Skewes, Pres.	H. S. Gibbons E. E. Hoffman	L. C. McGlohn	Thos. M. Gibbons L. C. Holt (cm)	W. C. DeHority C. C. Herring (n-cl)	Guy E. Cathcart
MERIDIAN	Star									
31,954	(e) 15,507x	.08	.06	(I) (UP, AP, INS) (7)	Meridian Star, Inc James H. Skewes, Pres.	Jas. H. Skewes W. L. Ellison	Paul D. McRoy Carl Walters (sp)	Jas. H. Skewes W. E. Buckingham (bm) L. R. Allison & Alpha Matheney (cm)	Jas. W. Dement J. Hubert Little (n) R. B. Mahaffey (cl)	H. G. Hodge
	Sunday edition (S) 15,764x	.08	....							
NATCHEZ	Democrat									
13,422	(m) 3,661	.03	....	(D) (AP) (†) (J) (52)	James K. Lambert					
	Sunday edition (S) 3,905	.04	....							
TUPELO	News									
6,361	(e)	.03	....	(I) (AP) (52)	J. Fred Price					
VICKSBURG	Herald									
22,943	(m) 2,533	.03	....	(I) (AP) (52)	P. L. Barclift					
	Sunday edition (S) 2,533	.04	....							
	Post (e) 5,401x	.04	....	(D) (AP) (52)	J. G. Cashman & Sons		E. A. Fitzgerald	L. P. Cashman (bm) J. C. Campbell (cm)	P. L. Barclift B. Davidson (cl)	F. S. Richardson
WEST POINT	Times-Leader									
4,677	(e) 3,820	.035	.03	(I) (AP) (52)	Edgar G. Harris, Pub. E. G. & B. L. Harris, Pres.	Edgar G. Harris	J. W. Mitchell	Edgar G. Harris H. C. Baker (bm)	B. L. Harris E. G. Harris (n) H. C. Harris (cl)	Chas. Orrick

MISSOURI

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AURORA	Advertiser									
3,875	(e) 800	.014	....	(I) (J) (none)	W. B. Lowry					
BOONVILLE	News									
6,435	(e) 1,778	.03	.02	(I) (UP) (66)	Wm. J. McGiffin, Pres. F. L. Steenrod, Pub.	F. L. Steenrod Spencer Givens	Spencer Givens	F. L. Steenrod Albert Mason (cm)	F. L. Steenrod	F. L. Steenrod
	Sunday edition (S)	.03	02							
BROOKFIELD	Argus									
6,428	(e) 2,520	.025	....	(D) (UP) (66)	C. W. Green				H. B. Green (n)	
BUTLER	Democrat									
3,152	(e)	.011	....	(D) (J) (3)	Henry H. Henry	Henry H. Henry				
CAMERON	News-Observer									
3,503	(e) 1,028	.014	.014	(I) (J) (none)	B. B. Witt	B. B. Witt	J. F. Frazier Thomas B. Witt (sp)	B. B. Witt Roberta Middaugh (cm)	J. A. Marcum	J. A. Marcum T. B. Witt (j)
CAPE GIRARDEAU	Southeast Missourian									
16,227	(e) 7,712	.05	.04	(I) (AP, UP) (J) (132-46)	Naeter Bros. Pub. Co Fred Naeter, Pres.	Naeter Bros Juel Mosley		Naeter Bros Alvin Macke (bm)	H. E. Drake	Henry Kohler W. H. Kiehne (j-sp)
CARROLLTON	Democrat									
4,058	(e) 802	.014	....	(D) (J) (none)	Democrat Pub. Co W. R. Painter, Pres. W. S. Holliday, Pub.	W. S. Holliday W. R. Painter	Earl F. Cheesman	W. S. Holliday	W. S. Holliday	E. S. Stack L. H. Thomas (j)
CARTHAGE	Democrat									
9,576	(m) 1,241	.02	....	(I) (J) (51)	Eugene B. Roach	Eugene B. Roach				
	Sunday edition (S) 1,241	.02	....							
	Press (e) 3,201	.03	.025	(I-R) (AP) (J) (none)	Carthage Press Pub. Co W. J. Sewall, Pres. & Pub.	W. J. Sewall	E. L. Dale	W. J. Sewall H. L. Howe (bm) Elmer Johnson (cm)	H. L. Howe W. L. Schrantz (n-cl)	H. K. Steward
CHILLICOTHE	Constitution-Tribune									
8,177	(e)	.035	.025	(I) (UP) (J) (66)	Chillicothe Pub. Co C. E. Watkins, Pres.	H. S. Beardsley C. E. Watkins	C. A. Spooner M. Stinchocomb (sp)	C. E. Watkins V. A. Page (cm)	F. P. Bohn	D. O. Smith Geo. Mahaffey (j)
CLINTON	Democrat									
5,745	(e)	.011	....	(D) (J) (3)	C. H. Whitaker & Sons	C. H. Whitaker	C. H. Whitaker, Jr	C. H. Whitaker, Jr. (bm)		
COLUMBIA	Missourian									
14,962	(e) 3,153	.025	.025	(I) (UP) (mer) (E) (66)	Missourian Pub. Assn	E. A. Soderstrom (me)		E. A. Soderstrom Elden Tuttle (cm)	E. A. Soderstrom M. Baumgartner (cl)	E. B. Swift
	Tribune (e) 5,186	.035	.029	(D) (AP) (132)	Tribune Pub. Co	E. M. Watson	L. H. Edwards J. P. Hamel (sp)	M. D. Jett (bm)	H. J. Waters C. E. Howes (cl)	M. C. Creasy
EXCELSIOR SPRINGS	Standard									
4,569	(e) 2,975	.035	.025	(I) (UP) (J) (66)	W. J. McGiffin Newspaper Co. W. J. McGiffin, Pres. E. J. Lawrence, Pub.	E. W. Sowers	R. G. Funkhouser	E. J. Lawrence	Frank Miller Adalyn F. McKee (n)	S. J. Davis
	Sunday edition (S) 2,975	.035	.025							
FULTON	Sun-Gazette									
6,103	(e) 2,606	.025	.02	(D) (AP) (J) (66)	Sun Ptg. Co	J. W., G. P., and V. A. Johnston	Grace Patton C. G. Herring (sp)	Geo. P. Johnston Rosamae Booth (cm)	V. A. Johnston Geo. P. Johnston (n)	B. E. Boren
HANNIBAL	Courier-Post									
22,760	(e) 7,922	.04	.03	(I) (AP) (32)	Courier-Post Pub. Co E. P. Adler, Pres.	J. B. Jeffries	W. A. Cable Ed. M. O'Neil (sp)	E. L. Sparks R. D. Wolfe (cm)	C. R. Munson E. L. Sparks (n) E. P. Head (cl)	E. L. Spraks
INDEPENDENCE	Examiner									
15,621	(e) 5,025	.035	.025	(I-D) (UP) (51)	Examiner Ptg. Co., Inc. Wm. Southern Jr., Pres.	Wm. Southern, Jr.	John B. McDonald H. F. Clark (sp)	Frank W. Rucker Raymond Boyd (cm)	Raymond Blake Frank W. Rucker (n) Beulah Boone (cl)	Ellis Wright
	News (e) 2,260	.013	.013	(R) (J) (none)	C. A. Carroll	C. A. Carroll		C. A. Carroll G. W. Braden (cm)		B. A. Purdy
JEFFERSON CITY	Capital News									
21,596	(m) 6,244	....	....	(D) (UP,AP) (mer) (132)	Tribune Ptg. Co., Inc	J. Kelly Pool	R. L. Slighton	R. C. Goshorn	R. L. Rose	Arthur Baker
	Post-Tribune (e) 9,148	....	....	(R) (AP,UP) (mer) (132)	Tribune Ptg. Co., Inc	Cance Pool E. H. Winter	L. R. Lutkewitte	H. L. Bryant (cm)	Meta Johannaber (cl)	
	Total Daily (me) 17,392	.08	....							
	Sunday edition (S) 16,353	.08	....							
JOPLIN	Globe									
33,454	(m) 21,646x	....	....							
	News-Herald (e) 12,492x	....	....							
	Total Daily (me) 34,138x	.15	....	(I) (AP,UP) (mer) (†) (68)	Joplin Globe Pub. Co Harrison C. Rogers, Pres.	Phil Coldren Ray S. Cochran	Steve Smith (m) P. W. Hick (sp-m)	Cowgill Blair Harold J. Leggett (cm)	J. J. McClellan E. D. Orton (cl)	Joe C. Shulte
	Sunday edition (S) 25,153x	....	....							
	Morning and Sunday (ms)	.15	....							
KANSAS CITY	Journal-Post									
399,742	(e) 85,492	.25	....	(I) (UP) (*S) (J) (E) (81)	Journal-Post Co W. Laurence Dickey, Pres.	W. Laurence Dickey Dick Smith	E. P. Meisburger Ed. W. Cochrane (sp) Tom Collins (su)	M. B. Sharp Homer Bair (cm)	Walter T. Evans Arthur Penticuff (n)	
	Sunday edition (S) 85,067	.30	....							
	Star (e) 251,906	....	....							
	Times (m) 290,297	....	....							
	Total Daily (me) 582,295	.60	.60	(I) (AP,CT-NYT,NANA, INS) (*S) (†) (E) (36-150)	Kansas City Star Co George B. Longan, Pres.	Henry J. Haskell Roy A. Roberts	Frits Hinkle Clyde E. McBride (sp) E. B. Garnett (Su)	George B. Longan Earl McCollum, Asst. G. M. Geo. W. Mansfield (cm)	J. T. Barrons Earl E. Robertson (n) R. G. Shryock (cl)	Dan Carpenter
	Sunday edition (S) 306,271	.45	....							
KIRKSVILLE	Express & News									
8,293	(e) 4,622	.03	.029	(I) (UP) (141)	E. E. Swain	E. E. Swain Dow Jones	Howard Coons	E. E. Swain P. Nicolson (bm)	R. L. Speer	L. F. Shubert
	Sunday edition (S) 4,710	.03	.029							

(Continued on page 59)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MISSOURI (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LAMAR 2,500	Democrat (e)	.021	....	(I) (J) (none)	Arthur Aull	Arthur Aull				
LEXINGTON 4,585	Advertiser (e) 1,358	.021	.018	(D) (AP) (J) (66)	H. C. and W. S. Rixey	H. C. and W. S. Rixey	J. H. Manthey	H. C. Rixey Geneva Wiley (cm)	H. C. Rixey	Ben McAlester
	News (e) New daily	.03	....	(R) (141)					H. E. Booch	
MACON 4,011	Chronicle-Herald (e) 4,662	.035	.03	(I) (UP) (51)	Chronicle-Herald Pub. Co., Inc. Frank P. Briggs, Pres.	Frank P. Briggs			Finis M. Sagaser	William L. King
MARSHALL 6,006	Democrat-News (e) 3,050	.03	.025	(D) (AP) (J) (none)	Democrat-News Ptg. Co. R. N. Hains, Pres.	R. N. Hains	Lewis Larkin	Geo. T. Duggins Mrs. M. E. Turner (cm)	R. M. Dunn R. N. Hains (n) Miss Marian Tyler (cl)	S. E. Sherwood
MARYVILLE 5,217	Forum (e) 4,256x	.04	.035	(I) (AP) (†) (J) (66)	Forum Pub. Co. O. L. Stauffer, Pres.	Chester Krause (me)	R. L. Strother Chas. Stanfield (sp)	M. W. Stauffer Mrs. Guy Haller (cm)	Erman Barrett M. W. Stauffer (n)	Walter S. Todd U. Crockett (j)
MEXICO 8,290	Intelligencer (e) 1,365 Sunday edition (S) 1,365 Ledger (e) 1,309x	.018 .018 .02	....	(D) (AP) (†) (J) (28) (I-D) (UP) (J) (141)	Intelligencer Pub. Co., Inc. Gale F. Johnston, Pres. R. M. White & Son L. M. White, Pres.	Gale F. Johnston F. A. Cauthorn L. M. White	 C. H. Schooley	F. A. Cauthorn Janice Emmons (cm) C. Garrett (bm) Robert Gilmor (cm)	F. A. Cauthorn Wm. Haas	J. R. Hutcherson John Williams
MOBERLY 13,772	Monitor-Index (e) 5,364	.04	.036	(I) (AP) (†) (J) (66)	Index Ptg. Co. James Todd, Pres. & Pub.	W. T. Van Cleve	C. A. Bradley	J. K. Van Cleve (bm) G. P. Delaney (cm)	C. M. Keller Isabel Gollehon (n) Virginia Everman (cl)	George Leach
MONETT 4,110	Times (e) 1,290	.021	....	(I) (J) (3)	Pearl Peters	Pearl Peters			Bertha Jeffries	Robt. Lindsay
NEOSHO 4,400	Democrat (e) 759	.018	....	(I) (J) (none)	Will G. and James G. Anderson	Will G. Anderson James G. Anderson		Will G. Anderson	Will G. Anderson	James G. Anderson
NEVADA 7,448	Mail & Post (e) 2,290	.021	....	(D) (INS) (J) (none)	Southwest Mail Ptg. Co. W. L. Earp	J. H. Bean	J. H. Bean	W. L. Earp (bm) C. C. Earp (cm)	P. M. Bean	Ira Marksbury
POPLAR BLUFF 7,561	American Republic (e) 5,160	.035	.03	(I) (AP) (J) (none)	Poplar Bluff Ptg. Co. J. H. Wolpers, Pres.	J. H. Wolpers	Jas. Hendrickson Will Horton (sp)	J. H. Wolpers Rose M. Saracini (cm)	F. P. Jacobs Allie Lohmeier (n) Mary Smith (cl)	E. C. Magruder Orval Greer (j)
RICH HILL 2,118	Review (e)	.012	....	(D) (none)	E. E. Bean					
ST. CHARLES 14,172	Banner-News (e) 1,460 Cosmos-Monitor (e) 1,500	.015 .014	....	(I) (J) (none) (R) (J) (none		R. M. Thomson M. L. Comann		H. C. Belding B. M. Renno (bm)		
ST. JOSEPH 80,944	News-Press (e) 40,267x Gazette (m) 21,044x Total daily (me) 61,311x Sunday edition (S) 30,412x Evening & Sunday (es)	.... .16 .10 .18	.... .16 .10 .18	(I) (AP, UP) (98)	News Corp. H. A. Sprague, Pub.	H. A. Sprague Chris L. Rutt (me-e) Dean Wilde (me-m)	Arthur Burrowes (e) Kenneth Chilcote (sp-e) Gordon Thrailkill (m) Raymond Osborne (sp-m)	Barton Pitts (bm) C. E. Lemon (cm)	Lillian Reynolds Glen Grinwold (n) Norma Border (cl)	F. G. Sprague
ST. LOUIS 821,960 (city) 1,293,916 (met. dist.)	Globe-Democrat (m) 261,876 Sunday edition (S) 220,231	.43 .43	.26 .26	(I) (AP) (*S) (†) (E) (119-111-10)	E. Lansing Ray, Pres. & Pub.	E. Lansing Ray Casper S. Yost (Ed., editorial page) J. J. McAuliffe (me)	Francis Douglas Glenn Waller (sp) Walter Ames (Su)	W.C.Houser,Sec.-Treas. Wm. H. Herrington(cm)	D. B. Houser (V.P.) George R. Baker (n) Charles W. Nax (cl)	Frank De Warf
(Note—Local retail rate is minimum applying on contracts of 100,000 or more agate lines within a year.)										
	Post-Dispatch (e) 227,893 Sunday edition (S) 291,263	.43 .50	....	(I) (AP,INS) (*S) (†) (J) (E) (49) (62-99)	Pulitzer Pub. Co. Joseph Pulitzer, Pres.	Joseph Pulitzer O. K. Bovard	B. H. Reese	A. G. Lincoln (cm)	Geo. M. Burbach B. J. Dietrich (cl)	
	Star (e) 140,294	.30	....	(I) (UP,INS,US) (†) (86-33)	Star-Chronicle Pub. Co. Elzey Roberts, Pres. & Pub.	Elzey Roberts Frank W. Taylor, Jr.	Wm. R. Miner Sid C. Keener (sp)	T. L. Ryan F. D. McDonald (bm) L. J. Hoffmann (cm)	A. E. Kaye J. J. Doyle (n) Nat Getlin (cl)	
	Times (e) 54,988	.19	....	(I-R) (INS,CP,NYS) (E) (7)	American Press G. A. Buder, Pres. James A. Callahan, Pub.	Homer Bassford Aaron Benesch	Les Barnard R. Farrington (sp)	Wm. A. Frisbie C. J. Goehringer (cm)	Carl Gogel A. Eichorst (cl)	Robert Bandy
	Record (m) 2,712	.08	....	(I) (115)	Record Co. H. B. Morse, Pres. & Pub.	John McCartney		H. B. Morse John McCartney (bm)		
SEDALIA 21,800	Capital (m) 2,019 Democrat (e) 6,146	....	....	(I) (AP) (†) (141)	Sedalia Democrat Co. W. J. Brill	W. J. Brill	Jack Taylor Eddie Lawson (sp)	W. P. Stanley Mrs. Mary Ott (cm)	W. J. Brill	C. S. Cotton
	Total Daily (me) 8,165 Combined Sunday (S) 8,240	.045 .045	.038 .038	(I) (AP) (†) (141)	Sedalia Democrat Co. W. P. Stanley, Pres. & Pub.	W. P. Stanley	W. D. Agee Kelly Scruton (sp)			
SPRINGFIELD 57,514	Leader (e) 22,083	....	....	(I) (AP,INS,UP) (†) (E) (15-11)	Springfield Leader Co. Stuart Olivier, Pres.	Edson K. Bixby George Olds	Max Boyd John Snow W. H. Brunkhorst (Su)	Edson K. Bixby E. E. Scott (cm)	Dan H. Wheeler Robert Tinkler (n) Jack Hughes (cl)	Don Orr
	News (m) 19,281 Total daily (me) 41,364 Sunday edition (S) 37,457	.... .15 .15	....							
	Press (e) 19,170	.06	....	(I) (UP) (mer) (†) (135-50)	H. S. Jewell	J. W. McCammon	C. H. McMurtry Maurice Salmon (sp)	H. S. Jewell T. W. Duvall (bm) Geo. Woomer (city cm) E. B. Mace (ctry cm)	J. M. Acuff H. W. Pollard (n) Bert Dunham (cl)	L. G. McAllister
TRENTON 6,992	Republican-Times (e) 3,047	.03	.025	(R) (AP) (28)	Mrs. Carrie Rogers Clary	R. L. Sawyer Mrs. Carrie R. Clark	R. L. Sawyer	Ray Van Meter	Ray Van Meter	
WARRENSBURG 5,146	Star-Journal (e) 1,238	.02	.014	(D) (UP) (J) (66)	Star-Journal Pub. Co., Inc. Wallace Crossley, Pres.	Wallace Crossley	Jas. Kirkpatrick	E. W. Hoberecht C. S. Baston (cm)	E. W. Hoberecht Mrs. O. E. Starns (cl)	Roy Wilcox
WEBB CITY 6,875	Sentinel (e) 730	.018	.018	(R) (J) (66)	Hal M. Wise	Hal M. Wise			Hal M. Wise	
WEST PLAINS 3,303	Quill (e) 1,000	.018	.018	(I) (none)	Williams Sisters	Williams Sisters Cleora B. Williams	Ella M. V. Williams	Williams Sisters Fritze Williams Dixon (bm)	Fritze Williams Dixon	H. F. Fitzgerald

MONTANA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
BILLINGS 16,332	Gazette (m) 10,368 Gazette (e) 2,550 Combined daily (me) 12,918 Sunday edition (S) 12,630	.... .07 .07	.... .05	(I-R) (AP,UP) (J) (116)	Gazette Ptg. Co. Leon Shaw, Pres.	Eugene MacKinnon	Harry Griffin Jack Keenan (sp)	Leon Shaw (gm-bm) E. C. Aitchison (cm)	J. C. Herrick V. E. Atkinson (n) Gladys Warner (cl)	D. F. King R. A. MacMillan (j)
BOZEMAN 6,855	Chronicle (m) 2,301 Sunday edition (S) 2,301	.03 .03	.04	(I-D) (AP) (J) (116)	Chronicle Pub. Co. James P. Bole, Pres.	James P. Bole	Fred H. Wilson	H. H. Howard Frank M. Grant (bm) T. Menard (cm)	L. A. Malone Frank M. Grant (n-cl)	Frank Alderson H. H. Howard (j)

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MONTANA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BUTTE	Standard									
39,540	(m) 15,047	....	....							
	Sunday edition									
	(S) 24,044	.16	.14	(D) (AP,UP) (†) (J) (116)	Standard Pub. Co.	*C. H. Eggleston	*Walter Nelson	Jos. L. Markham	*George Benjamin	*C. H. Chrystal
					C. J. Kelly, Pres.	E. G. Leipheimer	Law Risken	*F. M. McDonald (cm)	D. Kilroy	*E. B. Catlin (j)
							Jean Jordan (sp)	F. A. Launsbach (cm)	F. W. McKenzie (n)	A. W. Lutzer
	Post							H. V. Tower (cm-e)	J. A. Kintrea (cl)	Wm. L. Murphy (-)
	(e) 15,526	....	....							
	Combined daily									
	(me) 30,573	.13	.125							
(Note: Star designates the personnel of the Anaconda Standard)										
GREAT FALLS	Tribune									
28,822	(m) 13,851	....	....	(D)						
	Leader									
	(e) 3,392	....	....	(R)						
	Combined daily			(AP,UP) (J) (118)	Tribune, Inc.	O. S. Warden	E. A. Dye	Alexander Warden (bm)	Alexander Warden	E. S. Epley
	(me) 17,243	.09	....		O. S. Warden, Pub.	P. B. Snelson	Luke Wright (sp)	Don Hoffman (cm)		
	Sunday edition						R. D. Warden (Su)			
	(S) 14,694	.09	....							
HAVRE	News									
6,272	(e) 2,671	.035	.028	(R) (AP) (†) (J) (116)	The United Publishers	H. B. Brooks	W. Woodring (ce-sp)	H. B. Brooks	Thos. Troy, Jr.	W. N. Cole
					John Survant, Pres.			Thos. Troy, Jr. (bm-cm)		N. R. Hall (j)
HELENA	Independent									
11,757	(m) 5,214	.035	....	(D) (AP) (116)	W. A. Campbell					
	Sunday edition									
	(S) 5,214	.035	....							
	Record-Herald									
	(e) 5,406	.035	....	(R) (AP) (J) (88)	Montana Record Pub. Co.	George Roberts				
					Taylor B. Weir, Pres.	T. O. Black				
KALISPELL	Inter Lake									
6,094	(e) 2,538	.018	....	(I-D) (AP) (J) (none)		L. D. Spafford		L. D. Spafford		
								A. Sward (cm)		
LEWISTOWN	Democrat-News									
5,358	(m) 6,408	.035	.035	(I-D) (AP) (†) (J) (65)	Democrat-News Co., Inc.	Thomas Stout	J. W. Hanley	Harry E. Lay (gm-bm)	Earl F. McGinnis	Lee French
					Thomas Stout, Pres.	E. G. Ivins	C. Stout (sp)	E. Trepp (cm)	Harold Erickson (cl)	L. Raw (j)
							Maxine Stout (Su)			
LIVINGSTON	Enterprise									
6,391	(m) 2,109	.03	.02	(I) (AP) (J) (116)	Livingston Pub. Co.	L. E. Flint	Francis Powell (ce-sp)	L. E. Flint (gm-bm)	E. A. King	Robt. Dick, Jr.
					L. E. Flint, Pres.		L. E. Flint (Su)	E. M. Mjelde (cm)	E. M. Mjelde (n-cl)	
	Sunday edition									
	(S) 2,109	.03	....							
MILES CITY	Star									
7,175	(e) 3,032	.03	.021	(R) (AP) (J) (116)	Star Ptg. Co.	J. D. Scanlan		J. D. Scanlan	O. L. Hicks	E. L. Roberts
	Sunday edition				J. D. Scanlan, Pres.	L. F. Grill			W. F. Flinn (n)	C. B. Lebkicher (j)
	(S) 4,453	.04	.04							
MISSOULA	Missoulian									
14,657	(m) 4,251	....	....							
	Sentinel									
	(e) 3,693	....	....	(I-R) (AP,UP) (J) (116)	Missoulian Pub. Co.	W. B. Davis	H. J. Swan (m)	C. A. Colby (bm)	R. B. Morrison	J. S. Leach
	Combined daily				Warren B. Davis, Pub. & P.	F. T. Ferguson	R. B. Swarts (e)	H. B. Healey (cm)		L. D. Delaney (j)
	(me) 7,944	.06	.04				Ray T. Rocene (sp)			
	Sunday edition						R. T. Ferguson (Su)			
	(S) 6,510	.06	....							

NEBRASKA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BEATRICE	Sun									
10,297	(e) 5,437	.04	.032	(I) (AP) (†) (116)	E. M. Marvin	E. M. Marvin	T. D. Bradley	B. R. Rothenberger (bm)	C. J. Lash	J. D. Faris
	Sunday edition						B. R. Rothenberger (sp)	H. Sabin (cm)		
	(S) 5,437	.04	.032							
COLUMBUS	Telegram									
6,896	(e) 3,983	.03	.025	(I-D) (UP) (J) (103-4)	Telegram Co., Inc.	Edgar Howard	Al C. Smith	A. H. Backus	L. R. Hansen	W. J. Gregorius
					Edgar Howard, Pres.	Z. H. Loomis	Z. H. Loomis (sp)		H. G. Albert (cl)	
FALLS CITY	Journal									
5,784	(e) 3,365	.025	....	(I) (UP) (†) (J) (none)	Journal Pub. Co.	N. W. Todd	James S. Ramsey (ce-sp)	L. F. Nusbaum	H. Burchard (n)	J. A. Long
					Virgil Falloon, Pres.					W. J. Hahn (j)
	News									
	(m)	.021	....	(None)	C. C. David					
	Sunday edition									
	(S)	.021	....							
FREMONT	Tribune									
11,407	(e) 7,231	.04	....	(R) (UP) (J) (116)	Hammond Ptg. Co.	Chas. S. Ryckman	Herbert S. Putnam	Ray W. Hammond	B. I. Conant	John Martin
					Frank Hammond, Pres.			Walt B. Reynolds (cm)		
GRAND ISLAND	Independent									
18,041	(e) 10,966	.06	.06	(I-R) (AP) (116)	Independent Pub. Co.	A. F. Buechler	W. E. Buechler	W. G. Dunn (bm)	R. D. Chamberlain	C. W. Riley
					O. S. Stauffer, Pres.		L. F. Roberts (sp)			
HASTINGS	Tribune									
15,490	(e) 9,663	.05	.05	(I) (UP) (†) (J) (E) (116)	Hastings Daily Tribune	Henry G. Smith		Henry G. Smith	R. F. Kennedy	Ray Neff
KEARNEY	Hub									
8,575	(e) 3,521	.035	.029	(I) (UP) (J) (116)	Hub Ptg. Co.	M. A. Brown	H. C. Kroger	H. K. Alford (cm)		O. C. Fearn (j)
LINCOLN	Journal						John Cronley (sp)	Hugh R. Brown (gm-bm)	E. S. Kroger	F. C. Carlson
79,933	(m) 26,518	....	....							
	Journal									
	(e) 18,530	....	....	(R) (AP,INS) (mer) (†) (J) (E) (32-10)	State Journal Ptg. Co.	F. L. Williams	M. P. Clifford	Fred S. Seacrest (bm-cm)	Joe W. Seacrest	J. R. Duff
					J. C. Seacrest, Pub. & Pres.	H. T. Dobbins	John Bentley (sp)		Walter White (n)	P. Caldwell (j)
							F. L. Williams (Su)		Joe W. Seacrest (cl)	
	Star									
	(e) 37,584	....	....	(I) (AP,UP,INS) (mer) (†) (32-10)	Frank D. Throop, Pub.	J. E. Lawrence	Larry Becker	Frank D. Throop (gm-bm)	Walter White	John Moore
					Star Pub. Co.		Cy Sherman (sp)	O. E. Jerner (cm)	H. J. Wilging	
					E. P. Adler, Pres.		J. E. Lawrence (Su)			
	Three Editions Combined									
	(mee) 82,632	.21	.21							
	State Journal-Star									
	(S) 63,287	.21	....							
McCOOK	Gazette									
8,000	(e) 3,212	.04	.03	(I) (UP) (J) (116)	H. D. Strunk	H. D. Strunk	Lee Hannify (ce-sp)	H. D. Strunk (gm-bm)	Walter Aman	Guy Saltzgaber (j)
						Lee Hannify				
NEBRASKA CITY	News-Press									
7,377	(m) 4,165	.03	.03	(I) (UP) (J) (4-103)	Press Ptg. Co.	J. H. Sweet	Arthur R. Sweet	J. H. Sweet (gm-bm)	Mrs. Marie J. Duncan	Frank Olmsted
					J. H. Sweet, Pres.	Arthur R. Sweet		Wm. H. Reuter (cm)	Mrs. Vera Bennett (cl)	
	Sunday edition									
	(S) 4,165	.03	....							
NORFOLK	News									
10,717	(e) 7,948	.05	....	(I) (AP) (J) (116)	Huse Pub. Co.	Gene Huse	H. W. Gomon	F. C. Asmus (bm)	Wm. Reckert	H. V. Gillis
					Gene Huse	S. H. McCaw	N. S. Barth (sp)		P. A. Wagner (cl)	
NORTH PLATTE	Telegraph									
12,066	(e) 3,100	.028	.021	(I) (AP) (J) (none)	Kelly & Son	A. P. Kelly		L. A. Kelly (bm)	James Kirkman	Fred Clark
						A. J. Valentine			Mary A. Valentine (cl)	
OMAHA	Bee-News									
214,006	(m) 41,660	....	....							
	Bee-News									
	(e) 47,537	....	....	(I) (AP,INS,US) (†) (E) (14)	Bee News Pub. Co.	Fred S. Hunter (ne)	Wm. Murphy	Nelson J. Quimper (bm)	Fred I. Archibald	Nelson J. Quimper
	Combined daily				L. B. Tobin, Pub. & Pres.		Ralph Wagner (sp)	Mark D. Bohen (cm)	H. E. Riggert (n)	
	(me) 89,197	....	....						H. E. Walker (cl)	
	Sunday edition									
	(S) 101,496	....	....							
	World-Herald									
	(m) 58,611	....	....							
	World-Herald									
	(e) 61,612	....	....	(I-D) (AP,CP,CT) (*S) (†) (E) (110)	World Pub. Co., Inc.	H. E. Newbranch	B. F. Sylvester	H. Doorly (gm-bm)	M. A. Tancock (loc.)	Ray G. Leach
					G. M. Hitchcock, Pres.	W. R. Watson	Frederick Ware (sp)	M. B. McNab (cm-asst-bm)	I. M. Baker (n)	
	Combined daily						Volta Torrey (Su)		Fred F. Rowden (cl)	
	(me) 120,223	.25	....							
	Sunday edition									
	(S) 115,540	.25	....							
PLATTSMOUTH	Journal									
3,703	(e) 735	.014	....	(I) (J) (none)	R. A. Bates					
SCOTTSBLUFF	Star-Herald									
8,475	(m) 4,250	.04	.03	(I) (AP) (†) (J) (116)	H. J. Wisner, Pub.	H. J. Wisner	H. F. Theis	H. J. Wisner (gm-bm)	Victor R. Blackledge	S. C. Curtis
					Star Herald Ptg. Co.		Floyd C. Wisner (sp)	H. C. Van DeCar (cm)	Frank H. Wisner (n)	Carl Deitsch (j)
	Sunday edition				A. B. Wood, Pres.				Beryl M. Runyon (cl)	
	(S) 4,250	.04	....							
SOUTH OMAHA (inc. in Omaha)	Sun									
	(e)	....	....	(None)	E. N. Strahl					
YORK	News-Times									
5,712	(e) 2,824	.03	....	(I) (UP) (4-103)		T. A. Curran		T. A. Curran (bm)		
								M. Hayes (cm)		

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEVADA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CARSON CITY	Appeal									
1,596	(e) 530	.018	....	(D) (UP) (J) (none)	H. R. Mighles			H. R. Mighles		A. E. Buckner
ELKO	Free Press									
2,517	(e) 1,168	.025	....	(UP) (99)				E. M. Steninger		
ELY	Times									
1,943	(e) 1,200	.028	.028	(I) (UP) (J) (none)	Times Ptg. & Pub. Co. Vail Pittman, Pres.	Vail Pittman	T. S. Shuttleworth. Gus Newman (sp)	Vail Pittman. I. B. Pittman (bm-cm)	V. M. Pittman. I. B. Pittman (n)	N. W. Fay
LAS VEGAS	Age									
3,185 (10,000 est.)	(m) 3,175	.03	.03	(AP,UP) (J) (94-134-136)	Charles P. Squires	W. Harve Buntin	S. W. Calkins (sp). C. R. Squires (Su)	F. S. Boyer (bm). H. M. Olson (cm)	B. F. Wolk. T. E. Wilson (n)	Bus Squires. C. R. Squires (j)
	Sunday edition (S) 3,175	.03	.03							
	Review-Journal (e) 4,123	.03	.03	(I) (AP,UP) (†) (J) (99)	F. F. Garside	A. E. Cahlan	J. F. Cahlan	W. C. McMillen. J. Coleman (cm)	J. H. Down. M. Archibald (cl)	Dick Lochrie. F. F. Garside (j)
RENO	Gazette									
13,529	(e) 8,529	.05	.036	(R) (AP) (17-99)	Graham Sanford & Leigh Sanford, Pubs.	Graham Sanford		Leigh Sanford (bm)	Leigh Sanford (n)	
	State Journal (m) 4,860	.025	....	(D) (UP) (J) (none)	Nevada Journal Co. F. W. McKechnie, Jr., Pub. & Pres.	Norman Bell. F. W. McKechnie	Norman Bell. Jim Newlands (sp-Su)	F. W. McKechnie. Ann M. Ross (auditor). D. Moore (cm)	Jack Reid. T. R. Palm (n). Mary Cunningham (cl)	C. W. Pettipiece. Geo. Knauth (j)
TONAPAH	Times-Bonanza									
4,000	(e) 1,795	.025	.02	(I) (AP) (J) (99)	F. F. Garside	John C. Martin		E. N. Richardson (bm-cm)	E. N. Richardson	T. G. Griffin. C. E. Palmer (j)
WINNEMUCCA	Humboldt Star									
2,930	(e) 2,164	.025	.021	(I) (UP) (†) (J) (99)	R. C. Stitser	Warren L. Monroe. R. C. Stitser		R. C. Stitser (bm). Clara D. Baier (cm)	R. C. Stitser	Ralph Lorentz. R. C. Stitser (j)

NEW HAMPSHIRE

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CLAREMONT	Eagle									
12,375	(e) 2,900	.02	....	(I-R) (AP) (92)	Eagle Press, Inc. B. G. Welch, Pres.	Wm. E. Langdon	Kenneth Whipple	H. L. Woodward (bm).	H. L. Woodward	B. G. Welch (j)
CONCORD	Monitor-Patriot									
25,228	(e) 6,866	.03	.025	(I) (AP) (92)	Monitor Patriot Co. James M. Langley, Pub. Frank E. Langley, Pres.	Wm. E. Newell	Ruel E. Colby (sp)	James M. Langley	R. C. Bishop. C. Jessman (n)	
DOVER	Foster's Democrat									
13,573	(e) 2,910	.015	....	(92)	Geo. J. Foster & Co.					
KEENE	Sentinel									
14,000	(e) 4,303	.023	.018	(R) (AP) (J) (133)	Sentinel Ptg. Co. John W. Prentiss, Pres.	Harry C. Shaw	John H. Kline	C. R. Rodgers. R. D. Nims (cm)	R. D. Nims	V. J. Bennett
LACONIA	Citizen									
12,471	(e) 2,352	.0175	.0175	(I) (AP) (103-4)	Edward J. Gallagher	Edward J. Gallagher	Ebba M. Janson	Etta G. Gallagher (bm)	Harold Richards	W. Turcotte
MANCHESTER	Union									
78,884	(m) 17,114	....	....	(I) (AP) (12)	J. A. Mushling, Pub. Frank Knox, Pres.	Robert M. Blood (me)		C. Dekker (bm)	C. Dekker (n)	
	Leader (e) 16,690	....	....							
	Combined daily (me) 33,804	.13	....							
NASHUA	Telegraph									
31,463	(e) 7,482	.03	.03	(I) (AP) (†) (none)	Telegraph Pub. Co. Wm. D. Swart, Pres.	Burtt E. Warren. Geo. Parkhurst	D. P. Stevens. Fred H. Dobens (sp)	Burtt E. Warren. L. E. Annis (bm). D. C. Thiffault (cm)	L. A. Richard. Richard K. Buxton (n). W. Beaupre (cl)	A. H. Brown
PORTSMOUTH	Herald									
14,685	(e) 6,140	.025	....	(I) (AP) (J) (none)	Herald Pub. Co. F. W. Hartford, Pub.	F. W. Hartford	P. A. Moulton	W. R. Dearborn	W. R. Dearborn	E. J. Averill

NEW JERSEY

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASBURY PARK	Press									
16,981 (42,596 Metrop.)	(e) 13,417	.05	.05	(I-D) (AP) (64)	J. Lyle Kinmouth	J. Lyle Kinmouth. Elias Longstreet	William Conklin	Wayne D. McMurray. Charles Abel (cm)	Harold Canning	
	Sunday edition (S) 7,792	.05	....							
ATLANTIC CITY	Press									
66,198 (102,024 Metrop.)	(m) 22,476	....	....	(I) (AP) (†) (E) (70)	Press-Union Pub. Co. Albert J. Feyl, Pres.	Francis E. Crossdale	Edward P. Beach. Louis Greenberg (sp). James Farrell (Su)	Albert J. Feyl. Lloyd Lippincott (cm)	Robert E. Peifer. Monroe Mendelsohn (cl)	Edward A. Ely
	Union (e) 16,839	....	....							
	Combined daily (me) 39,312	.14	.09							
	Sunday edition (S) 22,747	.14	....							
BAYONNE	Times									
88,970	(e) 13,779	.06	.04	(I-D) (INS) (†) (none)	Sydney & Herman Lazarus. Margaret M. Lazarus, Pres	A. V. Ripps	Henry Auger. Morris Rosenberg (sp)	Maurice Zinader. R. J. MacIntyre (bm)	Harry L. Shaver (n). Ceal Lee (cl)	Herman Lazarus. Sam Belankoff (j)
BRIDGETON	News									
15,699	(e) 6,560	.03	.03	(R) (AP) (J) (105)	Evening News Co. Graham Schofield, Pres.	Graham L. Schofield. Wylie E. Middleton	Lucie A. Henderson. R. A. Brandt (sp)	G. L. Schofield. M. B. Hewitt (bm). John Rowen (cm)	C. W. Stone. C. I. Stevens (n). E. B. Hess (cl)	G. H. Bear
BURLINGTON	Enterprise									
10,949	(e) 6,012	.03	.03	(R) (J) (17)	Enterprise Pub. Co. J. R. Cheesman, Pres.	J. R. Cheesman. L. Roesly (Asso. Ed.)		W. E. Cheesman (bm). J. H. Roberts, Jr. (cm)	K. O'Connell	F. H. Cheesman. W. E. Cheesman (j)
CAMDEN	Post									
118,700	(m) 16,656	....	....	(I-R) (UP,INS,US) (mer) (†) (86-33)	Courier Co. J. David Stern, Pres.-Pub.	Harry T. Saylor. Frank H. Ryan	John Ramsey. Thomas Ryan (sp)	Walter L. Tushingham (bm). David S. Loeb (cm)	Frank J. Kinsella. Samuel B. Hill (n). Anthony Powderly (cl)	Elmer C. Pratt
	Courier (e) 52,337	....	....							
	Combined daily (me) 68,993	.19	....							
ELIZABETH	Journal									
114,589	(e) 29,810	.10	.10	(R) (UP,AP) (42)	Elizabeth Daily Journal. Fred L. Crane, Pres.-Pub.	Fred L. Crane. George W. Swift	E. H. Griffin. Fred Betz (sp)	Fred L. Crane. Elmer E. Stanion (bm). Warren L. Good (cm)	F. Ernest Wallace. F. E. Rebstock (n). J. M. Johnson (cl)	W. J. Burke
HACKENSACK	Bergen Record									
24,568	(e) 17,894x	.08	.06	(I) (AP) (135-33)	Bergen Eve. Record Corp. John Borg, Pres.-Pub.	Donald G. Borg. Rossman H. Wynkoop	Kenneth L. Demarest. Al Del Greco (sp)	Russell L. Binder (bm). Robert H. Losey (cm)	Morris L. Zimmerman. Thos. N. Prime (cl)	Chas. A. Young
HOBOKEN	Jersey Observer									
50,261	(e) 42,874	.12	.12	(I-D) (UP) (J) (55)	Jersey Pub. Co. G. A. Seide, Pres.-Pub.	Arthur L. Fagen. Adolph Langer	Eugene Goldner. Jerry Barker (sp)	Fred A. Seide (bm). Harry Kelly (cm)	A. L. Kohnfelder	Fred A. Kaufmann. Wm. W. McQueen (j)
JERSEY CITY	Jersey Journal									
316,715	(e) 41,898	.12	.12	(I-R) (AP,CP) (135-33)	Evening Journal Assn. Joseph A. Dear, Pres.	Joseph A. Dear. Fred'k J. Gainsway	George Headley. Frank Dunham (sp)	Walter M. Dear. Rudolph E. Lent (bm). I. Isenberg (cm)	Charlotte Stuhr. Fred Helland (cl)	R. B. Donaghy
LAKEWOOD	Times									
7,900 (winter 15,000)	(e) 1,610	.03	.02	(R) (AP) (J) (60)	Times & Journal Pub. Co. Harry E. Newman, Pres.	H. Doug. Rhodes (me)	J. D. Van Brakle			Edward Johnson
LONG BRANCH	Record									
18,399	(e) 8,164	.04	.04	(I) (AP) (J) (60)	Monmouth Co. Pub. Co., Inc. Edwin D. DeWitt, Pres.	Richard DeWitt. Houston Brown	Daniel Doran. H. Lawrence French (sp)	Bryant B. Newcomb. R. L. Caldwell (cm)	Wm. C. Engel	R. P. Shorts. R. Bacon (j)
MILLVILLE	Republican									
14,712	(e) 4,750	.03	.02	(R) (AP) (J) (65)	Republican Pub. Co. Walter Wood, Pres.	E. M. Wescoat. B. F. Buck	E. M. Wescoat (co-sp).	W. C. Buell. H. C. Tomlin (cm)	H. C. Tomlin. H. S. Tazar (n)	C. W. Gibbons. R. Fehringer (j)
MORRISTOWN	Record									
15,193	(e) 6,013	.045	.021	(I) (INS) (J) (132)	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson. Joseph Hanifin (sp)	Norman B. Tomlinson. Ted Mulcahy (cm)	Edgar Weed. Helen Johnston (cl)	W. E. Wolfers
NEWARK	Sunday Call									
442,337	(S) 92,767	.16	....	(I) (AP,UP) (*S) (†) (17)	Call Ptg. & Pub. Co. G. Wisner Thorne, Pres.	James P. Logan. William S. Hunt	John Beer. Gus Falser (sp)	Phil. H. Baldwin (bm). Louis Rothkin (cm)	Philip H. Baldwin	
	Ledger (m) 57,640	.18	.16	(I) (AP) (28)	L. T. Russell, Sr., Pres.-Pub.	L. T. Russell. John Ryan	Victor Hamerslag. Joe Donovan (sp). L. T. Russell, Sr. (Su)	L. T. Russell, Jr. Chas. Davies (cm)	Geo. G. Gaertner. Geo. F. Goldsmith (n). Geo. G. Gaertner (cl).	
	Sunday edition (S) 49,651	.18	....							
	News (e) 154,747	.27	.22	(I) (AP,UP,CP) (†) (E) (110)	Evening News Pub. Co. Edward W. Scudder, Pres.-Pub.	Edward W. Scudder. Arthur J. Sinnott	Lloyd M. Felmly. Joseph T. Scurry (sp)	Eugene W. Farrell (bm). Harry G. Kallop (cm)	Eugene W. Farrell. Benjamin J. Foley (cl)	
	Star-Eagle (e) 96,632	.24	.17	(I-R) (AP,UP,INS) (†) (12)	Newark Star Pub. Co. Paul Block, Pres.-Pub.	W. E. Bowman. Russell B. Porter	Joseph F. Reilly. James J. Kennedy (sp).	H. J. Auth. Gilbert Falk (bm). J. J. Allardice (cm)	John F. Betz. Gilbert Falk (n). Mrs. N. Young (cl)	F. A. Comery

(*Continued on page 62*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW JERSEY (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEW BRUNSWICK 34,555	Home News (e) 14,756 Sunday Times (S) 12,122	.07	.039	(I) (AP) (14a)	Home News Pub. Co. William B. Boyd, Pres.	John K. Quad (e) Harold E. O'Neil (Su). John K. Quad (me)	John K. Quad James Fleming (sp) Gerald F. Beane (Su)	E. B. Boyd Raymond C. DeHart (cm)	Harvey A. Huff Wm. B. Boyd (n) Harvey A. Huff (cl)	William E. Rule
ORANGE 35,399 (group 162, 697)	North Jersey Courier (e)	.06	.04	(I) (UP) (20-46)	Martin Andersen, Pub. North Jersey Pub. Co. H. Balch, Pres.	Steve Stevenson	Lou Alexander Leo Swain (sp)	Martin Andersen W. D. Murray (bm) Edw. W. Neill (cm)	W. Siegle Orlin Vandever (n) Louis Lieberman (cl)	Geo. Gaskill
PASSAIC 62,959	Herald 14,014 (e)	.055	.031	(I) (AP) (92)	Passaic Herald Co. James H. Walden, Pres.-Pub.	Wm. N. McBride	Alvin Ritch Robert E. Irvin (sp)	Peter M. Contant (bm) J. C. Healy (cm)	Henry F. Buonocore Charles W. Delaney (n) Linton A. Buck (cl)	.....
	News (e) 13,887 Combined daily (e) 27,901	.055 .11	.... .071	(I-R) (AP) (92)	Passaic Daily News Co. Dow H. Drukker, Pub. Geo. M. Hartt, Pres.	George M. Hartt H. W. Gras (news)	Allen W. Smith A. G. McMahon (sp)	D. H. Drukker, Jr. E. H. Roemle (bm) J. C. Healy (cm)	H. F. Buonocore Peter M. Contant (n) J. J. Zellin (cl)	F. E. Hoffman
PATERSON 138,513	Call (m) 24,543x	.07	.057	(R) (AP,UP) (J) (42)	Call Ptg. & Pub. Co. Robert Williams, Pres.	Ferdinand A. Friedrich	John J. Sweeney Wm. Harvey (sp)	Theo. W. Hendershot Eugene Modermann (cm)	Henry DeYong Chas. Harreys (n)	Geo. M. Schreck W. J. Holt (j)
	News (e) 27,120x	.08	....	(I) (AP,UP,INS) (135)	Harry B. Haines	Harry B. Haines	Abe J. Greene Joe Grotter (sp)	Jules C. Levine Thos. Dunkerly (cm)	H. M. Schmidt M. L. Levine (n) K. Mullar (cl)	D. B. Watson
	Sunday Eagle (S) 6,000	.05	.03	(I-D) (UP) (J) (none)	Max L. Simon	Max L. Simon	August Epple James Hanstein (sp) Max L. Simon (Su)	Max L. Simon T. Slinger (cm)	Edward J. Kelly E. Zucker (cl)	R. McKinney W. W. Post (j)
PERTH AMBOY 43,516	News (e) 13,801x	.065	....	(I) (AP) (†) (70)	Perth Amboy Eve. News Co. Charles C. Kahlert, Pres.-Pub.	Irving J. Reimers	E. R. Johnson John McDonnell (sp)	Charles C. Kahlert Earl Truman (cm)	William Sheppard W. Sahloff (n) W. Davis (cl)	Wm. Fugel
PLAINFIELD 66,753	Courier-News (e) 14,141	.06	....	(I) (UP) (†) (88)	Courier-News Co. C. F. Stout, Pub. F. E. Gannett, Pres.	Norman Nairn (me)	Harold E. Keenan Gene Hampson (sp)	C. F. Stout H. W. Blackford (cm)	A. W. Zimmerman Mrs. Louise Dore (cl)	Wm. Morrison
TOMS RIVER 5,200	Sun (m) 3,369	.04	.018	(R) (†) (J) (28)	Sun Pub. Co.	Fred G. Bunnell	Bryon Maynard (sp)	Gred G. Bunnell	Fred G. Bunnell	Ralph Chamberlain
TRENTON 123,356	State Gazette (m) 16,450 Times (e) 45,179 Combined daily (me) 61,629 Sunday edition (S) 32,548	.... .17 .14	.... .15 .11	(I) (AP,UP) (E) (70)	Trenton Times Co. James Kerney, Pub. A. C. Reeves, Pres.	James Kerney C. Harold Levy (m) T. F. Waldron (e)	Helen W. John (m) F. W. Burgner (e) J. M. Cleary (S) M. F. X. Donahue (sp-m) E. F. Mears, Jr. (sp-e) E. W. Waldron (sp-s) Albert B. Thompson (Su)	Frank D. Schroth Wm. J. Rogers (bm) A. V. Ambrose (cm)	Thos. L. Kerney Jos. A. Kerney (n) J. P. Callahan, Jr. (cl)	Russell Stirling
UNION CITY 58,659	Hudson Dispatch (m) 24,083	.07	.06	(D) (AP) (J) (94-134)	Hudson Dispatch William Rubel, Pres.-Pub.	Haddon Ivins John Mitchell	Frank Boyce Ludwig Shahbasian (sp)	William Rubel Lloyd J. Whitford (bm) John W. Schuler (cm)	Walter Dodwell	Fred'k. Wood Abraham Zecker (j)
VINELAND 7,556	Journal (e) 2,951	.025	....	(I) (AP) (105)	Evening Journal Co.	Edward H. Ladd	Gordon J. Hart	Geo. C. Ladd	Arthur J. Schols Geo. C. Ladd	.....
	Times (e) 2,175	.025	.025	(I) (141)	Vineland Times Pub. Co. Max Leuchter, Pres.-Pub.	Max Leuchter	William J. Mulligan	C. P. Leuchter (bm) Lewis Gorsuch (cm)	A. M. Bass	W. Heminghaus
WOODBURY 8,172	Times (e) 5,700	....	....	(I) (INS) (J) (60)	Woodbury Times Co.	J. F. Wilson	.....	J. F. Wilson (bm)	.....	.....

NEW MEXICO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBUQUERQUE 26,526	Journal (m) 13,020 Journal (e) 9,875 Combined daily (me) 22,895 Sunday edition (S) 13,543	.... .07 .07	.... .06	(I) (AP,UP) (†) (7)	T. M. Pepperday	H. P. Pickrell	C. C. Root Richard Arlege (sp) C. C. Root (Su)	T. M. Pepperday (gm-bm) M. W. Florer (cm)	C. L. Eanes E. W. Patton (n) Drake Murdock (cl)	Ed. Sterrett
	N. M. State Tribune (e) 15,011	.07	....	(I) (UP,SHA) (†) (128)	Scripps Howard Newspapers New Mexico State Tribune Co.	E. H. Shaffer Dan Burrows	Dan Burrows Russ Wilson (sp)	R. B. Waggoman (bm). Guy R. Jones (cm)	Don Higgins Thos. L. Yates (n) N. L. Morey (cl)	Homer Reed
CARLSBAD 3,708	Current-Argus (e) 1,520	.03	.025	(D) (AP) (none)	New Mexico Pub. Co. Geo. H. Hill, Pres.	Will Robinson	.....	W. J. Harpole A. W. Anderson (bm)	W. J. Harpole	W. R. Steckman
CLOVIS 8,027	News-Journal (e) 4,126	.035	....	(D) (AP) (J) (140)	E. L. Manson	.....	.....	E. L. Manson (bm) W. G. Davis (cm)	Guy Hughes	F. B. Smart
GALLUP 6,022	Independent (e) 3,640	.05	.03	(I) (AP) (J) (20-46)	Gallup Independent Ptg. Co., Inc. F. A. Heaths, Pres.	V. J. Jaeger	A. V. Gillette (ce-sp)	V. J. Jaeger (gm-bm)	V. J. Jaeger (n) I. Gribbin (cl)	C. M. Carter
LAS VEGAS 4,716	Optic (e) 3,197	.02	.02	(R) (AP) (J) (none)	Optic Pub. Co. H. W. Kane, Pres.	H. W. Kane	T. G. Thompson	C. H. Kohl (bm) C. I. Deutschman (cm)	C. F. Kohl	R. M. Hemstreet
ROSWELL 11,176	Dispatch (m) 2,977 Sunday edition (S) 2,977 Record (e) 2,357	.03 .03 .025	.025 .... .0214	(I-D) (AP) (†) (J) (140) (I) (AP) (none)	New Mexico Pub. Co. George H. Hill, Pres. C. E. Mason	Darrell Swayze Gilmore N. Nunn C. E. Mason	Robert C. Looney (ce-sp) Cecil Bonney Edw. Scarlett (sp)	Gilmore N. Nunn (gm-bm) T. Russell Bowles (cm) C. E. Mason (gm-bm) Don Wilkins (cm)	W. G. Stanton (n) T. Russell Bowles (cl). Harry Jaffa	Chas. M. Taylor A. E. Elmore (j) Robert Bear
SANTA FE 11,271	New Mexican (e) 2,235	.025	.0215	(I-R) (AP) (J) (132-46)	Santa Fe New Mexican Pub. Corp. J. C. McConvery, Pub. Sen. Bronson M. Cutting, Pres.	E. Dana Johnson (me)	A. N. Morgan (sp)	J. C. McConvery Rosine Lorenzo (cm)	John McConvery Anna Kaune (n)	C. S. Chatham (j)

NEW YORK

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY 127,412	Knickerbocker Press (m) 31,226 Sunday edition (S) 51,294	.12 .17	.08	(I-R) (AP, UP) (*S) (†)(E) (88)	Press Co., Inc. Frank E. Gannett, Pres.	Walter P. Plummer	Austin Scannell Charles Young (sp) Edward E. Herwig (Su)	Arthur D. Hecox John W. O'Connor (cm)	John J. Connors Evan M. Mitchell (cl)	Jos Griesman
	News (e) 47,638	.13	.09	(I-R) (AP,UP) (†) (E) (88)	Press Co., Inc. Frank E. Gannett, Pres.	Allan Eddy	Alfred B. Carson Charles Young (sp)	Arthur D. Hecox John W. O'Connor (cm)	John J. Connors Evan M. Mitchell (cl)	Jos. Griesman
	Times-Union (e) 45,162 Sunday edition (S) 46,144	.14 .14	.095 .095	(ID)(AP,INS,US) (†) (E) (14)	Evening Union Co. H. H. Fris, Pub. D. E. Town, Pres.	Geo. O. Williams (me).	Marshall G. Taylor Jos. G. Maher (sp) James T. Healy (Su)	John L. Boyle (cm)	Julien Schwarz James A. King (n) E. P. Hayes (cl)	James Moore
AMSTERDAM 34,817	Recorder and Democrat (e) 9,199	.05	....	(R) (AP) (J) (116)	Wm J. Kline & Son, Inc. Gardiner Kline, Pres.	Gardiner Kline E. O. Stowitts	W. B. Maroney R. S. Chambers (sp)	Gardiner Kline Wm. B. LeFavour (bm) J. A. Blanchfield (cm)	W. H. Kuhn A. W. Savage (n) Milo Dressler (cl)	G. H. Paige E. D. Trull (j)
AUBURN 36,652	Citizen-Advertiser (e) 9,048	.055	.05	(I) (AP,UP) (J) (65)	Auburn Pub. Co. Chas. D. Osborne, Pres.	Lithgow Osborne Wm. J. Dapping	Victor J. Callanan	.....	Miss Mina Dwyer	Fred Cooke
BALLSTON SPA 4,591	Journal (e) 1,195	.03	....	(R) UP) (J) (65)	C. H. Grose & Son	Arthur Mathers	.....	C. H. Grose, Jr. Nelson Finn (cm)	E. R. Whitney C. H. Grose, Jr. (n)	C. H. Grose, Sr. (j)
BATAVIA 17,448	News (e) 9,419	.04	.04	(I-R) (AP) (none)	Griswold & McWain, Inc. Gerrit S. Griswold, Pub. Andrew J. McWain, Pres.	Andrew J. McWain L. W. Griswold	Jerry Brown	Milton R. Miller	Miss Loretta Ford Justis Soannes (cl)	Fay Raut
BEACON 11,925	News (e) 3,267 (Sold in combination with Newburgh News, which see.)	....	....	(I) (UP) (†) (J) (88)	F. H. Keefe, Pub. F. E. Gannett, Pres.	F. E. Gannett J. Calvin Myers	Ed P. Dunphy Francis Schaffer (sp)	F. H. Keefe P. S. McLaughlin (cm).	Harry Cohen Irving Knox (cl)	John McIntosh Robinson Bentley (j)

(*Continued on page 64*)

again . . . . FIRST

in the United States

among all six-day newspapers

the greatest circulation of any newspaper published or sold in this territory—

160,380

COPIES DAILY — net average for 1931

17,770,769

total agate linage published during 1931

For the second consecutive year, and it must be admitted, two most important years, The NEWARK EVENING NEWS has maintained its leadership of the country's six-day media. It has proved again that there is always business—active, live business—in the great, growing NEWARK market and that this medium is its dominant sales influence. It has proved again that this market-medium combination is an advertising opportunity.

Newark Evening News

EUGENE W. FARRELL
Business & Advertising Mgr.
215-221 Market Street
Newark, New Jersey
O'MARA & ORMSBEE
General Representatives
New York Chicago Detroit
Los Angeles San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Cont'd)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BINGHAMTON... 92,131	Press (e)	36,706	.12	.09	(I) (AP,UP) (†) (E) (18)	Binghamton Press Co. Willis Sharpe Kilmer, Pres.	Tom R. Hutton	H. Pierce Weller. Jlbert F. Lamb (sp)	Ralph E. Bennett. Chas. E. Blewer (cm)	James J. Burnett. Merle Ostrom (n) Leo S. Mulford (cl)	Walter G. Kettle
	Sun (m)	24,007	.075	.045	(R) (AP) (†) (65)	Morning Sun, Inc. William H. Hill, Pres.	Walter J. Lyon (me)	J. Albert Deyo. Howard A. Smith (sp)	William H. Hill. Chas. B. Klingman (cm)	F. W. Spaulding. Chas. S. Walsh (cl)	Geo. Downey
BROOKLYN This is a Borough of New York City and Brooklyn Newspaper listing is under that heading.											
BUFFALO. 573,070	Courier-Express (m)	128,233	.25	.22	(I) (AP,CT) (*S) (81)	Buffalo Courier-Express, Inc. W. J. Conners, Jr., Pres.	Burrows Matthews. Fred L. McLennan	Chas. McChesney. Wm. J. Kelly (sp). W. E. J. Martin (Su)	W. S. Bennett. E. C. Murphy (bm). Frank J. Clancy (cm)	Wm. E. O'Brien. Russell C. Harris (n) Phillip Crawford (cl)	Andrew Bennett
	Sunday edition (S)	174,464	.30	.30							
	News (e)	160,314	.35	....	(R) (AP,UP,CP,CDN) (mer) (E) (70)	Edward H. Butler	E. H. Butler. A. H. Kirchhofer	Edward P. Hartnett. Robert C. Stedler (sp)	C. G. Underhill (bm). Geo. N. Therriem (cm)	Ernest D. Anderson. John S. Fowler (cl)	John W. Rosenbach
	Times (e)	103,685	.24	.14	(I) (AP,UP,INS,SHNA,US) (*S) (mer) (†) (J) (E) (128)	Buffalo Times, Inc. S. S. Wallace, Jr., Pres.	T. E. Sharp. John Turner	Miles D. Stettenbens. Wm. Abbott (sp). Samuel Hippler (Su)	Arthur Herr. S. S. Wallace, Jr. (bm). F. A. Anderson (cm)	John F. Cole. J. D. Denison, Jr. (n). E. Johnson (cl)	Dan Sullivan Wm. Hoerbelt (j)
	Sunday edition (S)	197,239	.24	.14							
CANANDAIGUA.. 7,541	Messenger (e)	4,410	.035	....	(I) (AP) (†) (116)	Canandaigua Messenger, Inc. B. F. Howells, Pres. Howells & McCarthy, Pubs	Leon J. McCarthy. Donald T. Fraser	C. E. Welch. C. E. Carpenter (sp)	B. F. Howells (bm). O. L. Fletcher (cm)	Roland T. Gibbs. G. F. Crofoot (n) O. L. Fletcher (cm)	H. E. Megaffee
CATSKILL. 5,062	Mail (e)	3,470	.03	.018	(I-D) (UP) (J) (65)	M. Edward Silberstein	M. Edward Silberstein H. E. Silberstein	Frank S. Palmer		H. E. Silberstein	Wm. J. Gallt Frank Gallt, Jr. (j)
COHOES. 21,275	American (t)	4,527	.05	.05	(I) (INS) (J) (116)	Cohoes American, Inc. Frank L. Wiswall, Pres.	Thomas B. Kiley	Wm. Higgins (sp)	Ambrose A. Scully (bm)	A. A. Scully. Evelyn H. Stringer (n)	Henry H. Bennette Edward Cattelier (j)
COOPERSTOWN.. 2909	Glimmerglass (e)	.....	.021	....	(R) (none)	R. D. Spraker	W. R. Littell				
CORNING. 26,605	Leader (e)	9,039	.05	....	(I) (AP) (†) (J) (116)	W. A. & E. S. Underhill, Jr.	W. A. Underhill. L. D. Kimble	R. deB. Wickersham (acting)	W. A. & E. S. Underhill, Jr., (bm) W. A. Underhill (cm)	J. R. F. Osborne	L. W. Taylor W. H. Older (j)
CORTLAND. 15,046	Standard (e)	5,700	.04	....	(R) (AP) (J) (17)	Standard Ptg. Co., Inc. E. H. Clark, Pres.	F. H. Crook	Wm. Dowd (sp)	E. H. Clark. L. P. Randall (bm)	E. H. Clark. H. Dillon (cl)	E. H. Clark E. J. Ryan (j)
DANSVILLE. 4,925	Breeze (e)	2,000	.03	.02	(I) (J) (73)	B. H. & W. C. Knapp	B. H. Knapp	F. J. O'Hara	B. H. Knapp. W. C. Knapp (bm-cm)	W. C. Knapp. H. E. Forsythe (cl)	C. E. Knapp
DUNKIRK. 17,756	Observer (e)	4,522	.035	....	(I) (UP) (38)	H. K. Williams	G. B. Williams		H. K. Williams	T. D. Woods	
ELMIRA 47,381	Advertiser (m)	7,532	....	....	(I) (AP) (†) (E) (88)	Elmira Star-Gazette, Inc. Frank E. Gannett, Pres. Frank E. Tripp, Pub.	Frank E. Gannett. R. D. Waid (me-m). G. S. Crandall (me-e). M. D. Richardson (Su)	R. D. Waid (m). Glenn Sherwood (sp-m) J. P. Hanrahan (e) Don Seeley (sp-e) M. D. Richardson (Su)	A. K. Fulston (cm) John T. Calkins. Harry T. Balts (cm)	John T. Calkins. George Sonsine (cl)	Frank J. Genger
	Star-Gazette (e)	25,612	....	....							
	Total daily (me)	33,144	.11	....							
	Sunday Telegram (S)	20,349	.08	....							
FLUSHING. This is in Queens Borough, a part of New York City, and newspaper listing is under that heading.											
FREEPORT-HEMPSTEAD.. 106,548 (carrier limits)	Nassau Review (e)	19,213	.08	.05	(R) (AP) (J) (†) (E) (116)	James E. Stiles, Pres. & Pub.	James E. Stiles	John M. Greene	James E. Stiles. T. E. Edson (cm)	G. Worthington. W. Fowley (n). H. Smith (cl)	G. Moyer Wm. Raynor (j)
GENEVA. 16,053	Times (e)	5,788	.04	....	(I-R) (AP) (103-69)	Geneva Ptg. Co. W. A. Gracey, Pres. G. B. Williams, Pub.	W. A. Gracey	E. T. Emmons	G. B. Williams. J. Christensen (cm)	R. E. Taylor. G. B. Williams (n) Harold Starr (cl)	
GLENS FALLS. 18,502	Post-Star (m)	10,068	....	....	(I-D) (AP) (†) (J) (70)		Ralph Knight (m). Claude Fox (e)	E. J. Sherman (m) Geo. Loveys (sp-m). E. Hitchcock (e). H. Wallace (sp-e)	Arthur P. Irving. Andrew J. Pease (bm). H. H. Strong (cm)	Harris Lindsay. Andrew J. Pease (n). R. Newton (cl)	A. Hamel J. B. Wohlfarth (j)
	Times (e)	7,064	....	....	(I-R) (AP) (†) (J) (70)	J. Edward Singleton, Pres.					
	Total daily (me)	17,132	.07	.07							
GLOVERSVILLE & JOHNSTOWN.. 33,900	Herald (m)	4,909	....	....	(R) (AP) (J) (94-134)	William B. Collins Co. Julia Collins Ormiston, Pres	F. L. Rogers (me)	E. R. Cullings (m). W. F. Hine (e)	F. L. Rogers. E. H. Mills (bm) F. R. Arn (cm)	J. R. Paul	C. J. Wilmot (j)
	Leader-Republican (e)	8,610	....	....							
	Total daily (me)	13,519	.07	.056							
HEMPSTEAD-LYNBROOK. 106,548 (carrier limits)	Nassau Star (e)	9,871	.06	.05	(I-R) (UP) (†) (J) (64)	Huntover Press, Inc. Lloyd C. Griscom, Pres. O. H. Julius, Pub.	Chas. A. Burleigh. C. H. MacLachlan	Chas. E. Griffin. Geo. S. Van Riper (sp)	O. H. Julius. Milton J. Baker (cm)	J. H. Kammerman. B. M. Cornell (n) E. M. Frink (cl)	Alfred Cain
HERKIMER. 10,446	Telegram (e)	4,501	.035	.021	(I) (UP) (J) (92)	Telegram Pub. Co. W. P. Small, Pres.	W. P. Small	Leigh Burdick	W. P. Small. F. D. Covey (bm) L. H. Brandes (cm)	F. D. Covey	F. G. Mallalieu (j)
HORNELL. 16,166	Tribune-Times (e)	8,001	.045	....	(I) (AP) (J) (94-114)	W. H. Greenhow Co. Olive G. Buisch, Pres.	S. Mabel Wombough	L. J. Raisor. Ward H. Fleming (sp)	Olive G. Buisch. Raymond J. Crane (cm)	Mary M. Emo. Esther A. Glynn (cl)	A. H. Howard Raymond O. Wilson (j)
HUDSON. 12,337	Register (e)	2,922x	.03	....	(D) (AP) (J) (116)	Record P. & P. Co.	F. J. Cook. R. D. Kennedy		W. S. Decker (bm)		
	Star (m)	3,731x	.03	.025	(R) (UP) (J) (65)	Hudson Republican Corp. Emory C. Van Loan, Pres. & Pub.	Henry M. James. Frank L. Kent	Roland E. Miller		Geo. C. Marcley	E. R. Aldbeck (j)
ITHACA. 30,729	Journal-News (e)	8,106	.05	.021	(I) (AP) (88)	Ithaca Journal-News, Inc. Frank E. Gannett, Pres. Harry G. Stutz, Pub.	Harry G. Stutz	Lionel E. Mints. Wm. J. Waters (sp)	Harry G. Stutz. Lavern V. Lewis (cm)	L. S. Pickering. Antoinette Mosher (cl)	Moses J. Watkins
JAMAICA This is in Queens Borough, a part of New York City and newspaper listing is under that heading.											
JAMESTOWN. 45,155	Journal (e)	10,721	.035	.03	(R) (AP) (92)	Journal Ptg. Co. Frederick P. Hall, Pres.	Frederick P. Hall. John A. Hall	E. B. Briggs. Geo. Dodds (sp)	Henri M. Hall. E. D. Eckman (cm)	Levant M. Hall. Henri M. Hall (n) J. S. Metcalfe (cl)	
	Post (m)	12,941	.045	....	(I-R) (AP) (†) (7)	Post Pub. Co., Inc. R. C. Sheldon, Pres.	Edward L. Allen. J. Harold Swanson	J. Harold Swanson. Wiate Forsyth	Robert K. Beach (bm). K. S. Rowley (cm)	O. W. Bunting. J. R. Nelson (n) Leslie Fox (cl)	C. J. Palmer
KINGSTON. 28,088	Freeman (e)	8,575	.05	.021	(R) (AP) (J) (65)	Freeman Pub. Co. J. E. Klock, Pres.	Jay E. Klock. Abraham W. Hoffman	Robt. Hancock. Joseph Kelly (sp)	Harry duBois Frey (bm) Eugene Cornwell (cm)	H. du B. Frey. Violet Britt (cl)	James Connelly Peter J. Spoto (j)
	Leader (m)	4,156	.025	....	(D) (UP) (J) (none)	Leader Co.	Thos. J. Comerford	Floyd Edinger. Chas. Tiano (sp)	Ira V. D. Warren. G. B. Bruck (cm)	Michael Ambrose (n). Ira V. D. Warren (n). L. E. Chudleigh (cl)	George Zelie Kenneth Hyatt (j)
LITTLE FALLS.. 12,428	Times (e)	4,753	.03	....	(I) (AP) (J) (38)	Crowley Pub. Corp.	John Crowley (me)	John B. McGuire	John Crowley. K. F. Crowley (bm) J. S. Hughes (cm)	John S. Hughes	C. D. Crowley
LOCKPORT. 21,376	Union-Sun & Journal (e)	8,093	.05	.032	(I) (AP) (64)	Union-Sun & Journal, Inc. E. D. Corson, Pres.	T. E. Brundage (me)		E. D. Corson. S. E. Wendel (bm)	R. J. Sharkey. S. E. Wendel (n)	
LONG ISLAND CITY This is in Queens Borough, a part of New York City and newspaper listing is under that heading.											

(*Continued on page 66*)

Whether

you sell a 3c yeast cake . . . or a $5,000 automobile . . . in 1932

Purchases will Follow INCOME—not population*

Low income areas have never been good markets. To avoid waste and excessive costs in 1932, your advertising must be addressed to intelligence and buying power. Sell buyers . . . not masses.

Buffalo is a GOOD Market

THE PAST: A survey by SALES MANAGEMENT shows that Buffalo spent $150 per capita compared to $100 average retail purchase in 1930.

THE FUTURE: The Brookmeier forecast lists Buffalo among the 10 best cities for the first six months of 1932 . . .

yet

18% of the population accounts for 37% of the customers for retail sales.

75% of the merchandise sold in Buffalo goes into homes paying $40 rental or over.

*** PROOF**

Our analysis of more than 61,000 customers of retail stores doing over $70,000,000 annual volume . . . augmented by an 18% cross section study of grocery buying proves our statement.

This information is available.

Effective and Economical Circulation

Courier-Express distribution parallels the sale of merchandise without undue waste.

Courier-Express circulation is obtained *without premiums or contests.*
Courier-Express milline rate is the lowest in its history.

Leading the Country for 3rd consecutive year in percentage of Morning Newspaper City Coverage.

Courier BUFFALO EXPRESS

National Representatives: LORENZEN & THOMPSON, Inc., New York, Chicago, Detroit, San Francisco.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MALONE	Telegram									
8,647	(e) 4,492	.045	....	(R) (AP) (117)	Malone Telegram, Inc. Frank E. Gannett, Pres.	Douglas N. Callander.	Stanley B. Ferris (sp)	Leon L. Turner (bm)	Leon L. Turner	
MAMARONECK	Times									
11,766	(e) 3,124	.035	....	(I) (UP) (70)	G. P. Forbes	W. A. Miley		G. P. Forbes	Stanley Lehigh. A. H. Francis (n)	
MEDINA	Journal									
6,500	(e) 1,950	.03	.03	(R) (J) (28)	Daily Journal Pub. Co. A. L. Waters, Pres.	W. J. Hinchey	Geo. Mackie (sp)	A. L. Waters (bm). Virginia S. Rich (cm)	Robert Gibson	Ed Bedell (j)
MIDDLETOWN	Times-Herald									
21,276	(e) 8,562	.05	.05	(I) (UP) (†) (J) (116)	Orange Cty. Independent Corp E. Roland Harriman, Pres. Charles E. Koons, Pub.	Geo. L. Seese	H. A. MacGowan. C. B. Seagers (sp)	Chas. E. Koons. John J. Decent (bm). Clarence Dunlap (cm)	John J. Decent	Alan J. Kistler. L. W. Mitchell (j)
MOUNT VERNON	Argus									
61,499	(e) 11,870	.06	....	(I-R) (UP,WCP) (†) (70)	Westchester Newspaper, Inc. J. Noel Macy, Pub.	F. E. Kenny	E. A. Adolphe. Ettore Fraio (sp)	L. G. Speidell (bm). B. M. Knight (cm)	L. G. Speidell. A. H. Francis (n)	Chas. Frederickson
NEWBURGH	News									
31,275	(e) 12,861	....	....	(I) (UP) (†) (J) (88)	F. E. Gannett, Pres. F. H. Keefe, Pub.	F. E. Gannett. J. Calvin Myers	Ed. P. Dunphy. Francis Schaffer (sp)	F. H. Keefe. P. S. McLaughlin (cm).	Harry Cohen. Irving Knox (cl)	John McIntosh. Robinson Bentley (j)
	Beacon News (e) 3,267	....	....							
	Combined Daily (e) 16,148	.09	....							
NEW ROCHELLE	Standard-Star									
54,055	(e) 9,857	.05	....	(I-R) (UP,WCP) (†) (70)	Westchester Newspapers, Inc. J. Noel Macy, Pub.			C. H. Griffin	C. H. Griffin. A. H. Francis (n)	E. Brophy
NEW YORK CITY										
6,930,446	**BRONX BOROUGH, 1,800,000**									
	Home News (e) 108,396	.30	.30	(I) (UP) (J) (E) (none)	Bronx Home News Pub. Co., Jas. O'Flaherty, Pub. John P. Fitzmaurice, Pres.	Harry Goodwin (me).	Harry Parsons. Wm. J. Granger (sp). Henry Singer (sp)	Jas. O'Flaherty. Michael C. Liana (cm). J. P. Fitzmaurice (cm).	W. D. North. J. Hawthorne (cl). F. A. Dreiss (cl)	
	Sunday edition (S) 110,785	.30	.30							
	BROOKLYN BOROUGH, 2,560,401									
	Citizen (e) 40,478	.10	.10	(D) (UP) (94-114)	David J. McLean, Pres. & Pub	Solon Barbanell. James J. Dempsey	Arthur Bush. Wm. J. Granger (sp)	Edward F. Seixas (bm). Michael C. Liana (cm).	William Horner. J. Hawthorne (cl)	Charles Marquard
	Eagle (e) 100,021	.30	.25	(I) (AP) (†) (J) (E) (88)	Frank E. Gannett, Pres. M. Preston Goodfellow, Pub.	Cleveland Rodgers. Harris M. Crist	Edwin B. Wilson. James J. Murphy (sp)	Harry T. Madden (bm). Seth J. Moore (cm)	John E. Dean. Bruce E. Colephaugh (n). Thos. F. Mulhern (cl)	John F. Freeman
	Sunday edition (S) 87,118	.30	.25							
	Standard Union (e) 35,783	.175	.175	(I) (UP) (12)	Paul Block, Pres. & Pub	Ik. Shuman, exec. ed. J. J. Early, asso. ed. Chas. Mulligan (me).	Murray Robinson (sp).	Daniel Nicoll. Martin J. Weir (bm). Geo. Tresham (cm)		Wm. Mangan
	Times (e) 96,295	.28	....	(I-R) (UP) (E) (81)	Fremont C. Peck, Pres. John N. Harman, V. P.	Richardson Webster. Willard W. Williams	Geo. I. Quint. Leonard Wooster (sp).	John H. Harman. Geo. R. Rothwell (bm). E. S. Dobson (cm)	E. L. Moore adv. dir. Joe Hanratty (cl)	
	Sunday edition (S) 95,987	.28	....							
	MANHATTAN BOROUGH, 1,867,312									
	American (m) 321,732	.65	.255	(I) (AP,US,INS) (†) (E) (12)	Star Co. W. R. Hearst, Jr., Pres. Eugene Forker, Pub	E. D. Coblentz. Victor Watson	James W. Barrett. Ed Frayne (sp). T. V. Ranck (Su)	J. A. Grant. M. Lunn (cm)	Stuart Schuyler and. J. M. Boyle. William Corman (n). J. A. Finneran (cl)	
	Sunday edition (S) 1,165,156	1.50	.578							
	Enquirer (m) 110,000	.25	.15	(D) (UP) (none)	New York Enquirer, Inc. Wm. Griffin, Pub.	Wm. Griffin. Marcus Griffin	William Fogarty. Ned Brown (sp)	Marcus Griffin. Alexis Griffin (bm). Wm. Reilly (cm)	Alexis Griffin. Walter Joyce (n)	Paul Sweeney
	Sunday edition (S) 110,000	.25	.15							
	Graphic (e) 262,721	.50	....	(I) (UP) (*Sat) (56a-136)	Daily Graphic, Inc. Howard Swain, Pub.	Howard Swain. Wm. Plummer	H. Swain. D. Walsh (sp)	M. Dworkin (bm). Chas. Canavan (cm)	W. Young. L. M. Green (n)	
	Herald Tribune (m) 325,432	.66	....	(I-R) (AP,UP,NYHT) (*S) (138-153-144)	New York Tribune, Inc. Ogden Reid, Pres.	Ogden Reid. Grafton S. Wilcox	Stanley Walker. G. H. Daley (sp). Geo. A. Cornish (Su)	Howard Davis (bm). Ken. R. Winslow (cm).	George J. Auer. Frank H. Meeker (n). Louis L. Heaton (cl)	Arthur H. Burns
	Sunday edition (S) 450,106	.704	....							
	Investment News (m) 11,705	.20	....	(I) (UP) (130)	Financial Guide, Inc. Clarence A. Hebb, Pres.	Clarence A. Hebb				
	Journal (e) 644,860	1.25	....	(I) (INS,US) (†) (14)	N. Y. Evening Journal, Inc. W. R. Hearst, Pres. E. M. Swasey, Pub.	Wm. A. Curley	Amster Spiro. W. S. Farnsworth (sp).	R. H. Johnston (bm). M. S. Lunn (cm)	Chester B. Fox	J. C. Neilson
	Journal of Commerce (m) 21,230	.28	....	(I) (none)	Bernard H. Ridder, Pres. Alex R. Sharton, Pub.	Robert Acton	Arthur Krahmer	Alex R. Sharton. Karl Kirchhofer (cm)	Fred McAllister	A. M. Watson
	Mirror (m) 584,568	.80	.55	(I) (INS,US) (*S) (E) (137-107A)	Daily Mirror, Inc. A. J. Kobler, Pres. & Pub.	Emile Gauvreau	George Clarke. Dan Parker (sp). Jos. Applegate (Su)	John F. Cullen (bm). P. A. Bloom (cm)	W. Clark Crissey (local). Harry Singer (n)	David Almond
	Sunday edition (S)	.80	....							
	Morning Telegraph (m) 17,847	.30	.15	(I) (UP) (none)	Morning Telegraph, Inc. Joseph A. Moore, Pres.	Whitney Bolton	Willard Keefe. E. B. Thompson (sp-Su)	Chas. F. Hansche. Benj. Manketo (cm)	A. H. Jackson	Frank Folsom
	Sunday edition (S) 17,847	.30	.15							
	News (m) 1,343,871	1.52	.80	(I) (AP,UP,CT) (*S) (†) (J) (E) (100-48)	News Syndicate Co., Inc. Capt. J. M. Patterson, Pres.	Capt. J. M. Patterson. Frank Hause		Roy C. Hollies. John W. Barnhart (bm). James S. Sullivan (cm).	Ray T. Wilken. H. B. Sherwood (n)	Edward J. Duffy
	Sunday edition (S) 1,752,592	1.67	.80							
	Post (e) 100,840	.50	....	(I-R) (AP) (*Sat) (111-127-35)	N. Y. Evening Post, Inc. Cyrus H. K. Curtis, Pres.	Julian S. Mason. Vincent G. Byers	Rowland Wood. Thos. M. Byrne (sp)	John C. Martin. C. C. Lane (bm). Abram Newman (cm)	Harry Brown	Jos. Clapham
	Sun (e) 291,560	.59	.32	(I) (AP,UP,CP) (E) (9-29-76)	Sun Ptg. & Pub. Assn. Wm. T. Dewart, Pres. & Pub.	Frank M. O'Brien. Keats Speed	Edmond Bartnett. Joe Vila (sp)	Edwin S. Friendly (bm). J. E. Hasenack (cm)	Herbert B. Fairchild. Edwin A. Stuphin (n). Harold L. Goldman (cl)	J. Edgar Martin
	Times (m) 460,794	.792	....	(I-D) (AP) (*S) (E) (55-111-10)	New York Times Co. Adolph S. Ochs, Pres. & P	Rollo Ogden. F. T. Birchall (acting).	David H. Joseph. Bernard Thomson (sp). Lester Markel (Su)	Louis Wiley (bm). Hugh A. O'Donnell (asst. bm). Chas. A. Flanagan (cm)	Don U. Bridge, Adv. dir. B. T. Butterwoth, Adv. Mgr. (local). T. D. Palmer (n). C. M. Carroll (cl)	Charles F. Hart
	Sunday edition (S) 736,302	1.056	....							
	World-Telegrapm (e) 413,178	.75	.40	(I) (UP,AP,SHNA) (†) (E) (128)	N. Y. World-Telegram Corp. Roy W. Howard, Pres. Ray A. Huber, Pub.	Roy W. Howard. Lee B. Wood	Geo. H. Lyon. Joseph Williams (sp)	Thos. J. Dowling (cm).	Hal J. Fletcher. Verne Brooks (n). H. G. Barringer (cl)	
	Wall St. Journal (me) 39,649	.45	.30	(I) (UP) (83-103A)	Dow Jones & Co., Inc. Hugh Bancroft, Pres.	Cyril E. Kisane (me)	E. W. Costenbader	Kenneth C. Hogate. Wm. T. Devlin (bm). H. B. Hamilton (cm).	William T. Devlin. Eli I. Day (n). J. B. Morford (cl)	D. J. O'Connell
	QUEENS BOROUGH, 1,070,000									
FLUSHING	North Shore Journal									
75,000	(e) 11,127	.06	.045	(I) (UP) (38)	Journal Pub. Co., Inc. T. Harold Forbes, Pres. & Pub.	Guy Nordman	Haynes Trebor. Lou O'Neill (sp)	T. Harold Forbes. John T. Collins (bm). Ernest Levy (cm)	George Mosley	John Schlegel
JAMAICA	L. I. Daily Press									
554,966	(e) 45,755	.15	....	(I) (INS,UP) (J) (116)	Wm. F. Hofmann	Wm. F. Hofman. David A. Butler	Frank A. Bausch. Thos. J. Murphy (sp)	Frank X. Mangan. Harold Lee (cm)	Frank X. Mangan. Howard Van Tronk (cl)	Henry Young. Henry P. LeFlain (j)
	Queens Evening News (e) 18,700	.07	....	(I-R) (UP) (J) (60)	Queens Evg. News Pub. Co. Eugene E. Early, Pub.	Richard C. Bolton	Gerald Doyle. Frank Eck (sp)	William T. Tooker (bm)	Wm. T. Tooker	W. T. Millhagen
LONG ISLAND CITY	Star									
179,490	(e) 30,461	.10	....	(I-D) (UP) (135)	L. I. Star Pub. Co. Elizabeth Hanavan, Pres.	LeRoy L. Smith. Geo. M. White	St. John McLean. Frank Ferguson (sp)	Frank J. Kappler (bm). Chas. Schofield (cm)	James J. Thornton. Felix Towle, Jr. (cl)	
	RICHMOND BOROUGH, 159,370									
STATEN ISLAND	Advance									
159,370	(e) 24,884x	.08	....	(I) (UP,INS) (none)	S. I. Newhouse	P. Hockstein		Harry Carroll (cm)	J. A. Willis (n)	B. Lyons
	NEW YORK STATE (continued)									
NIAGARA FALLS	Gazette									
75,460	(e) 23,977	.08	.08	(I-R) (AP) (J) (70)	N. F. Gazette Pub. Co. Alanson C. Deuel, Pres. & P.	N. F. Maddever	Lee Gooding. M. Quinlan (sp)	Alanson C. Deuel. C. C. Frost (cm)	R. T. Harrold. Allan Stambusky (cl)	W. E. Kester. L. C. Chandler (j)

(Continued on page 68)

A 2c stamp delivers one message to one family once!

But 2c spent per family of News readers delivers one message of 330 agate lines every week for a year!

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THE NEWS

NEW YORK'S PICTURE NEWSPAPER

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CIRCULATION: 1,340,113 daily average 1931—gain of 38,192 copies over 1929
LINAGE: 1931—15,107,351 lines, all display; gain of 2,792,690 lines over 1929
MILLINE: for 1931—$1.23; 3% below the 1929 milline

GROW WITH A MEDIUM THAT GROWS IN THESE TIMES!

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Cont'd)

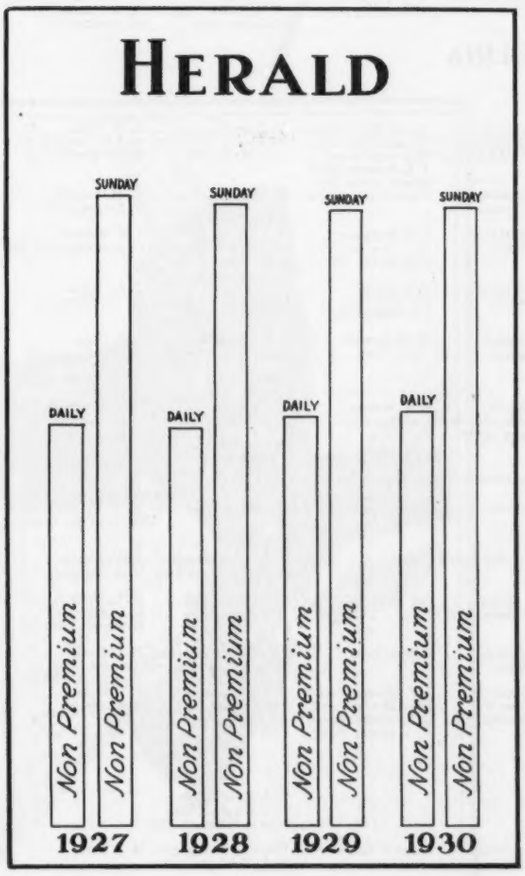
City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl .Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NO. TONAWANDA & TONAWANDA 22,045	News (e)	5,437	.03	.029	(I-R) (UP) (37)	Tonawanda Pub. Co. H. W. Brush, Pres. Charles E. Hewitt, Pub.	Chas. E. Hewitt. E. H. Hewitt (sp)	E. T. Hitchcock. E. H. Hewitt (sp)	Charles E. Hewitt. S. Olszowka (cm)	R. A. Luce. C. E. Hewitt (n)	C. A. Martin
NORWICH 8,345	Sun (e)	3,027	.03	.021	(R) (AP) (J) (17)	Norwich Pub. Co., Inc. Edward H. Clark, Pres.	P. L. Clark	W. E. Bellinger. T. P. Browne (sp)	Edward H. Clark. Fred Obenauer (cm)	Claude H. Page. Lyell Montgomery (n) Helen Straus (c)	J. A. Haynes
NYACK 5,392	Journal (e)	5,730	.04	....	(I) (UP) (60)	Robt. J. Setchanove, Pub. Charles J. Hardy, Jr., Pres.	R. J. Setchanove	Norman R. Baker (sp)	F. R. Miller	Chas. S. Daugherty	.....
	News (e)	980	.035	.035	(R) (J) (28)	Suburban Publications, Inc.	W. E. Williams	.....	R. L. Taylor	R. L. Taylor	R. L. Taylor
OGDENSBURG 10,915	Republican-Journal (e)	5,560	.05	....	(I) (AP) (J (88	Ogdensburg Pub. Co., Inc. Frank E. Gannett, Pres. Franklin R. Little, Pub.	Franklin R. Little. Chas. S. Cantwell	Chas. S. Cantwell. Harold Murphy (sp)	Franklin R. Little. Lynn N. Bitner (bm). Will H. Pearson (cm)	Lynn N. Bitner. F. R. Little (n)	Wm. H. Gallagher E. G. Brown (j)
OLEAN 21,790	Times-Herald (e)	.....	.06	.04	(I-R) (UP) (mer) (†) (J) (38)	Times-Herald Corp. M. G. Fitzpatrick, Pub.	H. R. Helsby	John Morton. Kenneth McKean (sp)	E. B. Fitzpatrick (bm). Geo. Hill (cm)	H. R. MaCaul. J. R. Galigan (n) Miles Holcomb (cl)	N. G. Stelts
			Note:		Herald and Times consolidated Dec. 1931. Previous circulations were		A. B. C. Pubs. Statements Sept. 30, 1931 — Herald, 4,667; Times, 9,267.				
ONEIDA 10,635	Dispatch (e)	2,079	.03	.035	(R) (UP) (J) (65)	Oneida Dispatch Corp. Winthrop S. Tuttle, Pres.	W. H. Evans. Harold D. Nims	.....	Winthrop S. Tuttle. John K. Sheehy (cm)	Raymond H. Book. John K. Sheehy (cl)	George C. Wallace James C. Gleason (j)
ONEONTA 12,536	Star (m)	8,916	.045	.029	(I) (AP) (J) (60)	Otsego Pub. Co. H. W. Lee, Pres.	H. W. Lee. F. A. Lee	F. W. Ayer. J. G. Guntrup (sp)	H. W. Lee. F. M. H. Jackson (bm) F. M. Shippey (cm)	F. M. Hill	J. L. Leal
OSSINING 15,581	Citizen-Sentinel (e)	3,172	.03	....	(I-R) (UP,WCN) (†) (J) (70)	Citizen-Sentinel Pubs., Inc. J. Noel Macy, Pub.	Joseph A. Naar (me)	.....	Wm. L. Fanning (bm). K. Hendee (cm)	A. E. Garvey. A. H. Francis (n)	Thomas Dennis (j)
	Register (e)	2,593	.03	.025	(I-D) (J) (73)	James H. Moran	Edward J. Kelly	Wm. L. Ryan (sp)	Wm. Liebowitz (bm). C. E. Schirrmacher (sm)	Wm. Liebowitz. Irving Pollan	Patrick Shannon
OSWEGO 22,651	Palladium-Times (e)	10,238	.05	.045	(I) (AP,UP) (†) (J) (65)	Palladium-Times, Inc. Edwin M. Waterbury, Pub. Clark Morrison, Pres.	C. T. Leighton and Clark Morrison. J. M. Gill (me)	Russell Gill (sp).	E. M. Waterbury. J. K. Steinburg (cm)	Sidney Lerman. E. B. Dalgaard (n) John Skripnik (cl)	E. J. Shea G. C. Miller (j)
PEEKSKILL 17,125	Star (e)	3,650	.03	.025	(I) (UP) (38)	Peekskill Star Corp. Donald F. Ikeler, Pres.	E. Joe Albertson. Donald F. Ikeler	Michael Fenaughty. Ward E. Posey (sp)	Donald F. Ikeler. Max Feldman (cm)	Geo. Levinton. John O'Neil (cl)	Ray Ogden
	Union (e)	4,083	.04	....	(R) (INS) (J) (73)	Cassius M. Gardner, Sr.	Cassius M.Gardner,Sr. Cassius M. Gardner,Jr.	.....	.....	C. E. Williams	.....
PLATTSBURG 13,349	Press (m)	4,731	.04	.03	(R) (AP) (J) (65)	Sentinel Pub. Co. M. M. Dunphy, Pres. & Pub.	Thos. H. Weldon	Geo. T. Caffrey. T. Harold Weldon (sp)	Wm. M. Lynch	Lionel Coulbron	P. McLeod Ralph Geddes (j)
	Republican (m)	5,805	.04	.02	(D) (UP) (28)	Republican Pub. Co. J. Davern, Pres.	Stephen Harnett	V. Otis. J. Fitzpatrick (sp)	T. M. Farrell. M. H. Farrell (cm)	T. M. Farrell. Maud O'Donahue (cl)	E. Buska
PORT CHESTER 22,412	Item (e)	7,325	.045	....	(I-R) (UP,WCN) (†) (70)	Port Chester Item, Inc. J. Noel Macy, Pres.	E. J. Hughes (me)	Otto G. Freau. A. Jordan (sp)	A. C. Saunders. B. Goldstein (cm)	A. C. Saunders. A. H. Francis (n)	D. McCracken
PORT JERVIS 10,521	Union-Gazette (e)	2,980	.03	.025	(I) (AP) (J) (65)	Tri-State Pub. Co., Inc. Fred D. Salmon, Pres.	D. N. Raynor	Albert Stage. J. Schoonmaker (sp)	Fred D. Salmon	W. R. Happ	F. W. Schlund J. W. Bross (j)
POUGHKEEPSIE 40,288	Eagle-News (m)	7,168	.04	.025	(R) (AP) (60)	Platt & Platt, Inc. Mrs. Arthur A. Parks, Pres.	Wm. E. Seely. Richard E. Coon, Jr.	Clifford J. Nuhn. Nathan G. Markson(sp)	Ernest L. Owen. Richard Brown (bm). C. J. Speedling (cm)	James P. Brady. Richard Brown (n) C. J. Speedling (cl)	Richard E. Coon, Jr.
	Star & Enterprise (e)	14,951	.05	....	(I) (AP) (65)	Poughkeepsie Pub. Corp.	Richard E. Coon, Jr. (me)	R. Walters. E. Alley (sp)	Ernest L Owen. Richard Brown (bm)	L Killmer. Richard Brown (n)	.....
	Sunday Courier (S)	13,291	.06	.032	(I) (INS) (73)	Est. of A. G. Tobey	Walter S. Leach	Emmet G. Lavery. Perry J. Walsh (sp)	Earle D. Tobey. C. Young (cm) P. J. Walsh (cm)	John R. Sullivan. J. Quinn (cl)	Joseph Merte
ROCHESTER 328,132	Democrat & Chronicle (m)	82,353	....	.105	(I-R) (AP,CT) (*S) (†) (J) (E) (88)	Rochester Ptg. Co., Inc. Frank E. Gannett, Pres.	A. C. Ross. Harold W. Sanford	Richard P. Curtis. Jos. T. Adams (sp) Edward Doyle (Su)	Roy C. Kates. Fred A. Glover (bm) F. B. Weston (cm)	Ernest P. Gosling. Fred Hussey (cl)	Geo. Seip John W. Baker (j)
	Sunday edition (S)	92,153	....	....							
	Times-Union (e)	80,283	....	.105	(I) (AP,UP,CP) (†) (E) (88)	Rochester Times-Union, Inc. Frank E. Gannett, Pres.	Frank E. Gannett. Geo. A. Bradley	Wm. F. Butler. John E. Burgess (sp)	Roy C. Kates. Fred A. Glover (bm) Frank A. Roberts (cm)	Ernest P. Gosling. F. Neil Murphy (n) J. M. O'Donnovan (cl)	Wm. P. Carpenter
	Total Daily (me)	162,556	.40	....							
	Evening & Sunday (eS)	.....	.40	....							
	Journal (e)	54,222	.16	.07	(I) (AP,INS,US) (mer) (†) (E) (14)	Rochester News, Corp. Frank L. McShane, Pub.	L. R. Blanchard	Thomas Murphy. Cray Remington (sp)	H. H. Irish (cm)	Stuart List. (R. J. Scott (cl)	.....
	Sunday American (S)	62,377	.20	.08							
ROME 32,338	Sentinel (e)	9,070	.05	.037	(I-D) (AP) (J) (116)	Rome Sentinel Co. A. R. Kessinger, Pres.	F. E. Kessinger	R. C. Moyer. M. R. Marriott (sp)	A. R. Kessinger. J. W. Higham (cm)	W. P. Doyle	A. O. Small P. L. Liddle (j)
SALAMANCA 9,566	Republican-Press (e)	2,450	.03	.03	(I-R) (AP) (J) (73)	B. B. & Matthew Weber	Matthew Weber	John L. F. King. Carl Dolecki (sp)	Matthew Weber. H. J. Shaw (cm)	Matthew Weber. B. B. Weber (n) H. J. Shaw (cl)	A. F. Baldwin.
SARANAC LAKE 10,000	Adirondack Enterprise (e)	2,749	.025	....	(I-R) (AP (117)	John S. Ridenour	E. A. Robbins	.....	John S. Ridenour. A. Dreyfus (cm)	E. R. Whitney	.....
SARATOGA SPRINGS 18,169	Saratogian (e)	10,306	.05	....	(I) (AP) (J) (64)	John K. Walbridge, Pres. & P.	W. Howard Moody	Winfield S. Hill. Chas. Haskell (sp)	John K. Walbridge. T. J. Quilty (cm) Joseph Frankel (bm)	Wm. G. Kern. L. Edick (cl)	S. Wetherbold Wm. McNeal (j)
SAUGERTIES 4,228	Post (e)	902	.018	....	(3)	Telegram Ptg. Co.	Joseph Frankel	.....	.....	.....	.....
SCHENECTADY 95,692	Gazette (m)	23,331	.07	.05	(I-D) (AP) (†) (118)	Daily Gazette Co. Austin N. Liecty, Pres.	Dudley T. Hill	Morgan Strong. Lou Stolts (sp)	Austin N. Liecty. John S. Brennan (cm)	Ramon L. Hall. Andrew L. Unsoeld (cl)	A. H. Pauley Wm. Delaney (j)
	Union-Star (e)	19,668	.06	.045	(I-R) (AP,UP) (J) (42)	Union Pub. Co. C. H. Callanan, Pres.	Philip H. Werts (me)	W. B. Osborne. Daniel J. Duval (sp)	F. R. Champion. J. T. Henley (cm)	E. R. Cullings. Robert W. McCann (cl)	O. A. Maynard Leon M. Burt (j)
STATEN ISLAND	This is in Richmond Borough a part of New York City and newspaper listing appears under that heading.										
SYRACUSE 209,326	Herald (e)	50,283	.18	....	(I) (AP,UP,CP) (*S) (†) (116)	Herald Co. Miss Mary E. Jenkins, Pres.	Edward H. O'Hara. Frank W. Clark	Robert D. Chryst. L. J. Skiddy (sp) Thomas A. Power (Su)	Edward A. O'Hara. Chas. R. Adams (bm). A. W. Cockerill (cm)	Walter Bligh. Geo. F. Bough (cl)	Edwin F. Sniffen
	Sunday edition (S)	75,848	.20	....							
	Journal (e)	62,112	.20	....	(I) (INS,US) (14)	Syracuse Newspapers, Inc. Harvey D. Burrill, Pres.	F. H. Hosmer (me)	.....	L. D. Burrill (bm)	J. W. Fleck	.....
	Sunday edition (S)	89,802	.20	....							
	Post-Standard (m)	59,719	.20	.11	(R) (AP,CT) (*S) (mer) (†) (12)	Jerome D. Barnum, Pub.	John D. Alseaver. Horace P. Bull	Albert V. Brewster. Richard B. Larned (sp) Wm. H. Tuckley (Su)	J. D. Barnum. A. J. Gordon (bm). C. W. Hixson (cm)	G. W. Ernst (adv. dir). R. W. Andrews (adv.mgr) Wm. Allen Dyer, Jr. (n) Norton S. Cole (cl)	A. J. Gordon
	Sunday edition (S)	70,722	.20	....							
TARRYTOWN 14,156	News (e)	3,304	.03	....	(I-R) (UP,WCN) (†) (J) (70)	Tarrytown Daily News, Inc. J. Noel Macy, Pres.	Wallace Odell (me)	Samuel Leech	Wallace Odell. W. S. Van Winkle (cm)	William Cannon. A. H. Francis (n)	William Bennett Thomas Dennis (j)
TROY 72,250 (city) 119,334 (met. area)	Record (m)	6,062	....	....	(I) (AP) (42)	Troy Record Co. D. B. Plum, Pub. H. S. Ludlow, Pres.	Dwight Marvin	C. A. McGrath (e). A. T. Sliter (m) J. J. McGrath (sp)	F. L. York (bm). E. G. Buck (cm)	J. A. Viger. T. F. Quinn (cl)	G. Hutchinson
	Record (e)	15,395	....	....							
	Total Daily (me)	24,457	.07	....							
	Sunday Observer-Budget (S)	16,276	.05	.035	(D) (INS) (*S) (J) (73)	Troy Pub. Co., Inc. Frank M. Collins, Pub.	F .M. Collins (me)	A. A. MacNaughton. Roy Shudt (sp)	Louis Rubin (cm)	J. E. Collins. E. R. Collins (n) Nicholas Mahoney (cl)	Edward Rand J. J. McCauley (j)
	Times (e)	18,398	.05	....	(R) (AP) (J) (152)	W. H. Anderson	Rutherford Hayner	James H. McGrath. John E. McKeon (sp)	W. H. Anderson. C. F. Anderson (bm). M. J. Sheridan (cm)	J. P. Ruddy. R. P. Anderson (n) S. J. McLaughlin (cl)	F. K. Kaufmann M. S. Britton (j)

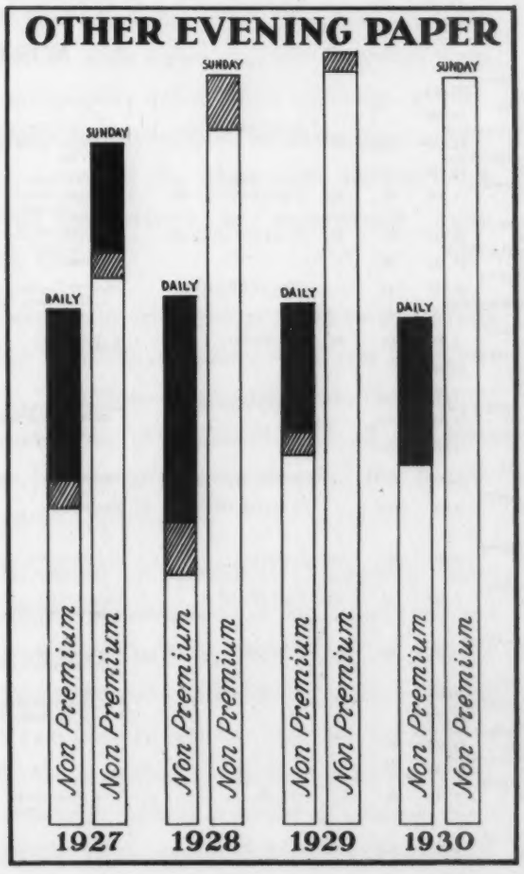
(Continued on page 70)

PREMIUMS!

The Advertiser Pays For Them — The Subscriber Gets Them

The Syracuse N. Y. Herald---Obtains and Maintains Its Circulation Without the Use of Premiums ---





SYRACUSE, N. Y., HERALD

1927	Evening 51,094	NO PREMIUM SUBSCRIPTIONS
	Sunday 80,634	
1928	Evening 50,990	NO PREMIUM SUBSCRIPTIONS
	Sunday 79,055	
1929	Evening 51,779	NO PREMIUM SUBSCRIPTIONS
	Sunday 78,283	
1930	Evening 52,183	NO PREMIUM SUBSCRIPTIONS
	Sunday 78,949	

SYRACUSE, N. Y., JOURNAL

1927	Evening 65,785	22,392 EVENING PREMIUM SUBSCRIPTIONS 14,373 SUNDAY PREMIUM SUBSCRIPTIONS
	Sunday 87,112	7,150 EVE. OR SUNDAY PREMIUM SUBSCRIPTIONS
1928	Evening 67,265	28,407 EVENING PREMIUM SUBSCRIPTIONS 67 SUNDAY PREMIUM SUBSCRIPTIONS
	Sunday 95,476	15,978 EVE. AND SUNDAY PREMIUM SUBSCRIPTIONS
1929	Evening 66,610	16,773 EVENING PREMIUM SUBSCRIPTIONS
	Sunday 93,514	4,424 EVE. AND SUNDAY PREMIUM SUBSCRIPTIONS
1930	Evening 64,975	
	Sunday 95,324	18,187 EVENING PREMIUM SUBSCRIPTIONS

SYRACUSE HERALD

Note: Shaded portion indicates circulation obtained by use of premiums. Part shaded lightly indicates premiums given with subscriptions but not shown in audits as either all evening or all Sunday. For purpose of illustration the total of such premiums is shown 50% evening — 50% Sunday.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
UTICA	Observer-Dispatch									
101,740	(e) 35,311x	.09	.061	(I) (AP,UP) (†) (88)	Frank E. Gannett, Pres. Prentiss Bailey, Pub.	W. W. Canfield. William J. Woods	Geo. H. Waldron. Stanley L. Clark (sp). Merritt L. Johnson (Su)	Prentiss Bailey. Silas F. Jacobs (office). Daniel W. Tanner (cm)	Harry J. Benner. Arthur F. Keilbach (n) William M. Baaske (cl)	Earl N. Hughes
	Sunday edition (S) 27,490x	.065	.054							
	Press (m) 26,076x	.07	....	(I) (AP) (†) (144)	Utica Daily Press Co. William V. Jones, Pres.	Paul B. Williams. Francis E. Carney	Vincent S. Jones (night) John Kelly (sp)	William V. Jones (bm). Eldon D. Mathews(cm)	Ernest W. Whynall. William V. Jones (n)	
WATERTOWN	Times									
33,396	(e) 31,045	.12	.08	(R) (AP,UP) (144)	The Brockway Co. Harold B. Johnson, Pres. Chas. H. Congdon, Pub.	Harold B. Johnson	Harry F. Landon. John G. Case (sp)	Chas. H. Congdon. Alton H. Adams (cm)	Clarence M. Kendall	
WELLSVILLE	Reporter									
6,909	(e) 2,628	.03	.021	(R) (AP) (J) (73)	E. Willard Barnes	E. Willard Barnes	Norman Gallman	E. W. Barnes		R. C. Cook E. W. Barnes (j)
WHITE PLAINS	Press									
35,830	(e) 3,528	.03	.021	(I) (UP,WCN) (†) (70)	White Plains Daily Corp. Francis T. Hunter, Pres. Chas. B. Forbes, Pres.		Robert B. Patterson. Thomas McNamara(sp)	Edgar H. Adsit (bm). Andrew J. Biggar (cm).	Anthony C. Glavin. A. H. Francis (n)	
	Reporter (e) 9,140	.05	....	(I-R) (INS) (38)	White Plains Pub. Co., Inc. W. Lee Tuller, Pub.	Walter V. Hogan	Milton Harker. C. B. Mabee (sp)	W. Lee Tuller. Edward A. Keeffe (bm) Joseph W. Hogan (cm)	Edward Alexander. Louis W. Bixby (cl)	Charles Peck
YONKERS	Herald									
134,646	(e) 17,063	.06	.054	(I-D) (AP,UP,INS,CP) (135)	Frank E. Xavier	Frank E. Xavier	Paul Palmer	Justin X. McCarthy. H. Fenton (cm)	Justin X. McCarthy. Charles Demarest (cl)	Norman Belger
	Statesman (e) 20,132	.055	....	(I-R) (UP,WCN,INS) (†) (E) (70)	Yonkers Statesman Corp. J. Noel Macy, Pres.	L. S. Dayton (me)	T. E. Tunnard. W. A. Spring (sp)	W. L. Fanning. C. M. Snyder (bm). W. Garver (cm)	J. Glasbeen. A. H. Francis (n) W. Fleming (cl)	A. Pepper

NORTH CAROLINA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ASHEVILLE	Citizen									
50,193	(m) 16,594	....	....							
	Times (e) 12,740	....	....							
	Combined daily (me) 29,343	.14	.073	(D) (AP,UP) (E) (68)	Asheville Citizen-Times Co. Chas. A. Webb, Pres	Robert Lathan (m). Chas. K. Robinson (e) Walter S. Adams (me)	Robert McKee (ce-m). Weimar Jones (ce-e). Paul Jones (sp-m). A. L. Banister (sp-e) Robert Lathan (Su)	D. Hiden Ramsey. W. Randall Harris (bm) J. R. Marks (cm)	L. R. Philips. Geo. M. Stephens (n) H. M. Schachte (cl)	C. Baber
	Sunday edition (S) 25,644	.14	....							
BURLINGTON	Times-News									
9,737	(e) 4,383	.03	.025	(I-D) (AP,INS) (†) (28)	Burlington News Co. O. F. Crowson, Jr., Pub.	O. F. Crowson, Jr. M. W. Crowson	Staley A. Cook (ce-sp).	M. W. Crowson (gm-bm) Clinton Johnson (cm)	R. M. Fonville. F. Robertson (cl)	E. D. Joyner
CHARLOTTE	News									
82,675	(m) 23,010	.09	.07	(D) (AP,UP) (†) (J) (68)	News Pub. Co., Inc. W. C. Dowd, Jr., Pub. & Pres.	Julian S. Miller. B. S. Griffith	J. G. Dickson. Wade Ison (sp). B. S. Griffith (Su)	W. C. Dowd, Jr. A. M. Gray (bm). S. H. Anderson (cm)	I. W. Williams. C. A. Montgomery (cl).	W. E. Adams E. H. Hall, Jr. (j)
	Sunday edition (S) 23,221	.09	....							
	Observer (m) 46,123	.13	....	(I-D) (AP,UP) (135)	Observer Co., Inc. C. B. Johnson, Pub. & Pres.	Wade H. Harris. J. A. Parham	E. B. Hunter. J. J. Wade (sp). J. P. Watkins (Su)	C. B. Johnson. H. A. Allen (off-mgr.). M. H. Brandon (cm)	T. J. Pierson. W. W. Moores (cl)	John P. White
	Sunday edition (S) 47,527	.13	....							
CONCORD	Tribune									
11,871	(e) 3,405	.03	.03	(D) (AP) (52)	J. B. Sherrill	W. M. Sherrill. J. B. Sherrill	W. M. Sherrill	J. B. Sherrill (gm-bm). Zack L. Roberts (cm)	A. C. Cline. Zack L. Roberts (cl)	Jesse McClellan
DURHAM	Herald									
52,037	(m) 13,968	....	....							
	Sun (e) 7,529	....	....							
	Combined daily (me) 21,497	.12	....	(I) (AP,UP) (†) (68)	Durham Herald Co., Inc. C. C. Council, Pres.	W. N. Keener. A. L. Shelton (me-m). J. R. Barry (me-e)	A. W. Stamey. Fred Haney (sp)	C. C. Council. W. G. Carrington (cm).	M. F. Murdaugh. A. F. Daisey (cl)	W. W. Barrow
	Sunday edition (S) 14,184	.12	....							
EDENTON	News									
3,563	(e) 1,826	.025	....	(D) (AP) (J) (28)	Joseph Peele	John D. Langston, Jr.				
ELIZABETH CITY	Advance									
10,037	(e) 4,667	.035	....	(D) (AP) (J) (28)	Herbert Peele	Herbert Peele	Mrs. Herbert Peele (ce-sp)	Herbert Peele (bm-cm).	Ed M. Anderson. Herbert Peele (n-cl)	A. R. Moore
FAYETTEVILLE	Observer									
13,115	(e) 3,892	.04	.035	(I) (AP) (17)	Faytteville Pub. Co. C. R. Wilson, Pub. & Pres.	George G. Myrover	R. L. Gray, Jr. (ce-sp).	C. R. Wilson (gm-bm). George Cromartie (cm).	John Cheshire. H. B. Webb (ci)	Carl Bland
GASTONIA	Gazette									
17,095	(e) 6,238	.04	.03	(I-D) (AP) (52)	Gazette Pub. Co., Inc. Jas. W. Atkins, Pres.	Hugh A. Query. Jas. W. Atkins	Ben E. Atkins	E. D. Atkins (bm). R. R. Stowe (cm).	M. L. Wallis. E. D. Atkins (n) Kathryn B. Little (cl)	O. O. Baber
GOLDSBORO	News-Argus									
14,983	(e) 3,581	.035	.043	(I) (AP) (28)	Goldsboro Pub. Co. Talbot Patrick, Pub. & Pres	Talbot Patrick. Henry Belk	Haprer Gault	Talbot Patrick (gm-bm) M. L. Ashmore (cm)	M. L. Block. Haywood Lynch (n) Mary Crutchfield (cl)	E. W. Pate
GREENSBORO	News									
53,569	(m) 35,253	....	....	(I) (D) (AP) (32)	Greensboro News Co. E. B. Jeffress, Pres. A. L. Stockton, Pub.	Earl Godbey (m). A. D. Jones (e). A. L. Stockton (me)	J. F. Reynolds (ce-m). Floyd Hendley (ce-e). E. V. Mitchell (sp-m). H. A. Lawing (sp-e)	A. L. Stockton. Vance Jerome (bm). W. T. Corbin (cm)	P. T. Hines. Olen Lyon (cl)	C. C. Deal
	Record (e) 13,030	....	....							
	Combined daily (me) 48,283	.15	....							
	Sunday edition (S) 36,130	.12	....							
GREENVILLE	Reflector									
9,194	(e) 1,943	.03	....	(AP) (28)	D. J. Whichard, Jr.			D. J. Whichard, Jr. D. J. Whichard (bm) Miss H. Whichard (cm)		
HENDERSON	Dispatch									
6,435	(e) 2,235	.025	....	(D) (AP) (52)	Henderson Dispatch Co., Inc. Henry A. Dennis, Pres.	Henry A. Dennis	Robert F. Farley (ce-sp)	Henry A. Dennis (gm). M. L. Finch (gm-bm)	M. L. Finch	L. E. Cansler
HENDERSONVILLE	Times-News									
5,075	(e) 2,810	.04	....	(I-D) (UP) (52)	Times News Co. J. T. Fain, Pres.	J. T. Fain. C. M. Ogle	Henry Atkin. J. T. Fain, Jr. (sp)	J. T. Fain (gm-bm). T. L. O'Briant (cm).	C. M. Ogle. J. T. Fain (n)	J. B. Creech
HERTFORD	News									
1,914	(e)	....	....							
HICKORY	Record									
10,583	(e) 3,587	.04	.04	(I-D) (AP) (141)	Hickory Record, Inc. L. C. Gifford, Pub.	L. C. Gifford. E. H. Smith	Mabel Miller. Ray Mullen (sp)	L. C. Gifford (gm-bm). J. C. Wininger (cm).	Roy V. Crawford. L. C. Gifford (n) Dorothy Hackeman (cl)	Jeff F. Hilson
HIGH POINT	Enterprise									
36,745	(e) 8,259	.05	.04	(I) (AP,UP) (68)	J. P. Rawley, Pub. R. B. Terry, Pres.	C. M. Waynick	Hoit McPherson. Jack Gilien (sp-Su)	J. P. Rawley. H. A. Cecil (bm). S. T. Bryan (cm).	Geo. F. Edwards. H. A. Cecil (n) C. E. Smith (cl)	H. Mathews
	Sunday edition (S) 8,259	.05	....							
KINSTON	News-Leader									
12,362	(m) 1,953	.025	.025	(D) (AP) (52)	D. L. Reynolds	D. L. Reynolds	D. L. Reynolds. Perry Phillips (sp). D. L. Reynolds (Su)	J. C. Reynolds (gm-bm) D. D. Jones (cm)	J. C. Reynolds	Z. Jones
	Sunday edition (S) 1,953	.025	....							
	Free Press (e) 2,745	.03	.03	(I) (UP) (J) (103-4)	Kinston Free Press Co., Inc. H. Galt Braxton, Pub. & Pres.	H. Galt Braxton. C. W. McDevett	C. A. Walsh. C. W. McDevett (sp).	H. Galt Braxton (gm-bm) C. R. Paderick (cm).	A. F. Carrere (loc). H. Galt Braxton (n) A. F. Carrere (cl)	J. P. Horton
NEW BERN	New Bernian									
11,981	(m) 2,233	....	....							
	Sun-Journal (e) 2,190	....	....							
	Combined daily (me) 4,423	.05	....	(D) (AP)	New Bern Pub. Co., Inc. Aaron Miller, Pres.	T. M. Diggs	T. M. Diggs. Sam Bledsoe (sp) T. M. Diggs (Su)	Frank Challan (gm-bm)	Frank Challan	H. B. Jones
	Sunday edition (S) 2,233	....	....							
	Daily and Sunday (dS)	.05	....							
PINEHURST	Sandhills News									
3,000 (winter est.)	(ms)	.036	....	(I) (AP) (J) (28)	Nelson C. Hyde	Nelson C. Hyde				

(Note.— Published during winter season December 1 to May 1)

(*Continued on page 72*)

GANNETT NEWSPAPERS
will sell your products to
500,000 FAMILIES
in these 13 Prosperous Markets

THE purchasing power of 500,000 well-to-do families is concentrated in the 13 Gannett Newspaper markets. The proximity of these markets to each other and the fact that Gannett newspapers deliver full coverage, requiring only one investment in newspaper advertising, provides the ideal sales territory for national advertisers to concentrate upon during 1932.

In planning to sell your product to these half million families, all guess work can be eliminated. The Gannett organization, through its merchandising department, has all the consumer facts available to develop the proper consumer appeal.

Furthermore, it possesses complete merchandising information on the wholesale and retail outlets, and the best way to contact them quickly and profitably. In other words, when you plan to sell the 500,000 families in the Gannett markets, whether it is for a try-out campaign to test a newly developed merchandising plan, or a definite advertising campaign, you receive the necessary co-operation, which will make your advertising in Gannett newspaper coverage a paying investment.

The GANNETT NEWSPAPERS

Albany Evening News :: Albany Knickerbocker Press :: Olean Times-Herald :: Brooklyn Daily Eagle
Elmira Star-Gazette & Advertiser :: Elmira Sunday Telegram :: Newburgh-Beacon News
Ithaca Journal-News :: Malone Telegram :: Ogdensburg Republican-Journal
Rochester Democrat & Chronicle :: Plainfield, N. J., Courier-News
Rochester Times Union :: Utica Observer-Dispatch
Hartford, Conn., Times

Represented **by J. P. McKINNEY & SON—New York—Chicago—San Francisco**

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NORTH CAROLINA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
RALEIGH 37,379	News & Observer (m) 39,210 Sunday edition (S) 38,440 Times (e) 17,282	.09 .09 .06	.... .05	(D) (AP,UP) (15-11)	News & Observer Pub.Co. Inc Josephus Daniels, Pres.	Josephus Daniels Frank Smethurst	R. E. Williams A. J. McKevlin (sp) Frank Smethurst (Su)	Josephus Daniels, Jr (gm-bm) Will X. Coley (cm)	Josephus Daniels, Jr R. M. Bynum, Jr. (ci)	L. F. Alford
				(I) (AP) (17)	Times Pub. Co. John A. Park, Pub. & Pres.	Robt. L. Gray P. D. McLean	Wade Lucas Irving Cheek (sp)	John A. Park J. L. Marcom (bm) Chas. H. Herring (cm)	John H. Turner N. J. Livingston (n) E. R. Russell (cl)	Chas. B. Park
ROCKY MOUNT 21,412	Telegram (e) 5,280	.035	.03	(I-D) (AP) (J) (52)	Rocky Mount Pub. Co J. L. Horne, Jr., Pres.	J. L. Horne, Jr. T. E. Wagg	B. E. Brown (ce-sp)	J. L. Horne, Jr. (gm-bm) Vernon Secriest (cm)	A. L. Brandon C. V. Smith (n-cl)	J. D. Hartness J. V. White (j)
SALISBURY 16,951	Post (e) 9,098 Sunday edition (S) 8,620	.05 .05	.03	(I-D) (AP) (†) (117)	Post Pub. Co. J. F. Hurley, Sr., Pres.	J. F. Hurley, Sr. C. F. Daniel	Frank B. Irvin C. F. Daniel (sp)	J. F. Hurley, Jr. (gm-bm) B. R. Martin (cm)	P. G. Laughridge Carl Lents (cl)	F. H. McRae
STATESVILLE 10,491	Daily (e) 1,750	.018	.018	(I-D) (AP) (none)	Pegram A. Bryant					
TARBORO 6,379	Southerner (e) 2,100	.02	....	(D) (AP) (52)	Bourne & Creech	P. Jones		V. H. Creech (bm) R. D. Carn (cm)	V. H. Creech	
WASHINGTON 7,032	News (e) 2,956	.03	.025	(D) (AP) (J) (52)	Daily News, Inc. Paul B. McEvoy, Pub. H. C. Ogden, Pres.	Paul B. McEvoy M. F. McEvoy	M. F. McEvoy	Paul B. McEvoy William C. Waters (cm)	H. A. Eckhoff Paul B. McEvoy (n) H. A. Eckhoff (cl)	G. L. Dubree Paul B. McEvoy (j)
WILMINGTON 32,270	Star (m) 7,042 News (e) 4,067 Combined daily (me) 11,109 Sunday edition (S) 9,514	.... .08 .08	....	(I-D) (AP) (17)	Wilmington Star-News, Inc. R. B. Page, Pub. & Pres.	Lamont Smith		R. M. Page, Jr. (bm)		
WILSON 12,613	Times (e) 3,835	.04	....	(D) (AP) (J(28)	J. D. Gold			J. D. Gold (bm) Miss M. Bagby (cm)	Miss E. S. Clarke (n)	B. E. Smith
WINSTON-SALEM 75,272	Journal (m) 7,042 Twin City Sentinel (e) 4,067 Combined daily (me) 11,109 Sunday edition (S) 9,514	.... .12 .12	.... .107	(I) (AP,UP) (†) (70)	Winston-Salem Sentinel, Inc. Owe Moon, Pub. & Pres.	Santford Martin Bill Sharp (me-m) Jim McDaniel (me-e)	Worth Bacon (ce-m) Henry Martin (ce-e) Frank Spencer (sp-m) Bill Christian (sp-e) Worth Bacon (Su)	Owen Moon W. K. Hoyt (bm) Bradley Welfare (cm)	Rex Freeman Rufus Shore (n) C. F. Sheffield (cl)	E. F. LeGrande

NORTH DAKOTA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
BISMARCK 11,090	Tribune (e) 5,866x	.045	.035	(I) (AP) (†) (J) (132-46)	Bismarck Tribune Co. George D. Mann, Pres. & P.	K. W. Simons George D. Main	W. S. Moeller R. C. Leonard (sp)	Afehie O. Johnson (bm) Harry Bernstein (cm)	Archie O. Johnson Avis Carsdile (cl)	Russell Young T. C. Ellsworth (J)
DEVIL'S LAKE 5,451	Journal (e) 3,500	.03	....	(I-R) (AP) (J) (141)	M. H. Graham	M. H. Graham				
FARGO 28,619	Forum (m) 12,982x Forum (e) 14,213x Combined daily (me) 27,115x Sunday edition (S) 21,723x	.... .10 .10	.... .06	(I-R) (AP) (mer) (70)	Norman D. Black, Pub. Fargo Pub. Co. Jenny C. Black, Pres.	H. D. Paulson	S. W. Hooper Eugene Fitzgerald (sp)	Norman D. Black J. F. Payne (cm)	Harry R. Hall Arthur Platt (cl)	A. W. Oliver
GRAND FORKS 17,112	Herald (m) 13,451x Herald (e) 4,244x Combined daily (me) 17,695x Sunday edition (S) 17,325x	.... .08 .08	....	(I-R) (AP) (116)	Grand Forks Herald, Inc. M. M. Oppegard, Pub. & P.	W. P. Davies M. M. Oppegard	W. A. Allen C. D. Locklin (sp)	M. M. Oppegard B. T. Thomson (cm)	J. H. Pearson	
JAMESTOWN 8,187	Sun (e) 4,468	.045	.035	(I) (AP) (132-46)	Hansen Brothers P. M. Hansen, Pres.	P. M. Hansen	I. E. Cook (sp)	B. G. Hansen W. J. Lawrence (cm)	B. G. Hansen A. M. Tordoff (cl)	O. C. Shaw
MANDAN 5,037	Pioneer (e) 3,757x	.04	.035	(I-R) (AP) (J) (116)	Pioneer Pub. Co. E. A. Tostevin, Pub. & Pres.	E. A. Tostevin Earl H. Tostevin	M. Richmond E. H. Tostevin (sp)	E. A. Tostevin Edwin D. Tostevin(cm)	W. C. Tostevin	C. F. Pierce
MINOT 16,095	News & Optic-Reporter (e) 10,603	.04	.03	(I) (AP) (†) (70)	Minot Daily News Hal S. Davies, Pub. & Pres.	Hal S. Davies Wm. H. Johnson	Ray O. Dobson Tom Dunn (sp)	Hal S. Davies F. Ruckman (cm)	E. C. Fuller M. Kordahl (cl)	
VALLEY CITY 5,268	Times-Record (e) 2,600	.03	....	(R) (AP) (J) (none)	P. R. Trubshaw			P. R. Trubshaw		O. H. Mason
WILLISTON 5,106	Herald (e) *1,825	.025	....	(UP) (141)		Thomas H. Moodie		Harry E. Polk		

*(Circulation for period June 30, 1931 to September 30, 1931.)

OHIO

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
AKRON 255,040	Beacon-Journal (e) 65,996 Times-Press (e) 45,769 Sunday edition (S) 32,903	.15 .13 .14	....	(R) (AP,CP,INS) (135)	Beacon-Journal Co. C. L. Knight, Pres.	C. L. Knight John S. Knight		J. H. Barry (bm) J. M. Aylward (cm)		
				(I) (UP) (E) (128)	Times-Press Co. R. A. Huber, Pres.	L. E. Judd H. M. Van Doren	H. C. Atkinson C. E. Aherns (sp) Paul W. Van Camp (Su)	Felix Hinkle (bm) Wm. Sturman (cm)	George Fishback H. J. Moorhead (n) Arthur Mochel (cl)	
ALLIANCE 23,085	Review (e) 10,666	.045	.05	(R) (AP) (†) (J) (37)	Review Pub. Co.	N. A. Geyer F. A. Hoiles	Paul W. Reed John Hanlon (sp)	Paul C. Siddall (gm-bm) I. E. Stevens (cm)	C. E. DeGraw Gertrude Moore (n) Ronald Haines (cl)	J. R. Tucker
ASHLAND 11,136	Times-Gazette (e) 5,769	.025	.021	(I) (INS) (37)	Ashland Ptg. Co. Edgar Koehl, Pres.	Harry L. Horne	Wm. G. McKee (ce-sp)	Edgar Koehl Bertha E. Kerr (cm)	S. A. Fluke Mrs. H. Newcomb (cl)	M. G. Bachmann
ASHTABULA 23,301	Star & Beacon (e) 10,303	.045	....	(R) (UP) (37)	Ashtabula Ptg. Co. C. A. Rowley, Pub. & Pres.	J. J. Mundy J. S. Gotshall	M. R. Alfred	C. A. Rowley G. H. Leggett (bm) E. A. Olson (cm)	G. O. Mayborn G. H. Leggett (n) Margaret Renaud (cl)	Howard Healy
ATHENS 7,252	Messenger (e) 10,524 Sunday edition (S) 11,192	.045 .045	....	(R) (UP) (J) (†) (37)	Messenger & Herald Ptg. Co. Gordon K. Bush	Gordon K. Bush C. H. Harris	W. F. Smiley G. E. Mitchell (sp)	G. K. Bush F. W. Weber (cm)	P. O. Nichols H. H. Russell (n) J. A. Caldwell (cl)	Roy Dupler
BELLAIRE 13,327	Leader (e) 7,022	.04	.03	(I-R) (UP) (73)	Sherlock Bros. Pub. Co. A. J. Sherlock, Pres.	M. F. Sherlock A. J. Sherlock	Max Dugs	B. A. Sherlock A. J. Sherlock (bm) H. E. Sherlock (cm)	A. J. Sherlock H. E. Sherlock (n-cl)	B. A. Sherlock
BELLEFONTAINE 9,543	Examiner (e) 5,267	.025	.025	(I) (INS) (37)	H. K. Hubbard & Co.	H. K. & A. A. Hubbard		Frank G. McCracken (bm)		
BELLEVUE 6,256	Gazette (e) 2,106	.018	....	(I) (UP) (J) (37)		A. C. Callaghan		M. J. Callaghan (bm)	M. J. Callaghan	
BOWLING GREEN 6,666	Sentinel Tribune (e) 4,303	.025	....	(R) (INS) (J) (37)	Sentinel Co. S. A. Canary, Pres.	S. A. Canary	Ivan Lake (sp)	Alfred Haswell (gm-bm) F. Fluhart (cm)	Virgil Taylor Geo.W. Katzenmeyer(n) Paul Fuller (cl)	Carl J. Jolley Guy Elsea (j)
BUCYRUS 10,027	Telegraph Forum (e) 5,649	.03	.021	(I-R) (INS) (37)	C. H. Hoiles, Pub. Crawford Ptg. & Pub. Co. R. C. Hoiles, Pres.	C. H. Hoiles (me)	R. R. Peters J. W. Saffell (sp)	C. H. Hoiles H. Sherer (cm)	H. J. Davis A. J. Boryczka (n) V. Rowland (cl)	H. H. Wolfe
CAMBRIDGE 14,613	Jeffersonian (e) 11,352	.045	.043	(I) (UP) (37)	Jeffersonian Co. T. E. Amos, Pres.	H. W. Amos (me)	F. S. Dollison Ernie Sheehan (sp)	T. E. Amos T. S. Moorehead (cm)	L. H. Merrick T. S. Moorehead (n) V. E. Arnold (cl)	H. E. Amos
CANTON 104,906	Repository (e) 40,399 Sunday edition (S) 40,921	.14 .14	.09	(I-R) (AP,UP,INS) (†) (135)	Repository Ptg. Co. L. H. Brush, Pres.	John D. Raridan J. K. Vodrey	D. W. Buchanan Monte Cross (sp)	Roy D. Moore Paul F. Morgan (bm) T. S. Brush (cm)	W. A. Ernst Phil V. Oby (n)	C. C. Peebles

(*Continued on page 74*)

1931 FACTS from AKRON

Ohio's Second Industrial City

With facts like these, it's easy to understand why Akron stands out as one of the country's greatest industrial cities.

The Beacon Journal feels you will be interested in the following 1931 figures.

INDUSTRIAL WAGE EARNERS - - - - - - - - - - - - 43,800

VALUE OF MANUFACTURED GOODS - - - $325,000,000

INDUSTRIAL PAY ROLL - - - - - - - - - - - - - $64,000,900

(Average for Year for 119 Plants Out of 175)

Forming of
$15,000,000.00
Credit Corporation.

Akron was the first city in the United States to form a Credit Corporation to stabilize the banking situation.

Launching of
U. S. S. AKRON

1931 Marked the completion and launching of the world's largest airship, the U. S. S. AKRON.

Comparative
POSTAL RECEIPTS
1930
$1,611,739.85
1931
$1,728,174.47
GAIN OF 07.2%

Beacon Journal Increase In Major Classifications.

Increases in 1931 over 1930

		Lines
Department Stores	Gain	10,654
Men's Clothing	Gain	89,521
Drug Stores	Gain	32,960
Boots & Shoes	Gain	3,260
Grocers	Gain	80,107

The Following Figures From Media Records For 1931 Are Interesting

AKRON	Department store total	Drug store total	Furniture and household	Grocers total	Total retail	Total paid advertising
Beacon Journal	3,296,140	410,388	1,062,215	893,805	8,211,034	13,279,945
CINCINNATI	3,555,015	223,051	471,178	519,568	7,280,992	12,499,004
CLEVELAND	3,595,177	92,543*	946,415	588,160	8,149,009	13,413,160
COLUMBUS	3,091,730*	271,609*	875,716	608,914	7,112,960*	12,031,809*
DAYTON	2,380,967*	163,213*	869,465	538,417	6,435,398*	10,982,159*
YOUNGSTOWN	2,017,570*	220,014*	460,930	632,628	4,930,992*	7,979,316*

* Six-day lineage figures from seven day papers.
Above figures show lineage of paper leading in respective classifications.

Average Annual Per Capita Expenditures

OHIO	AKRON
$459.89	$547.00

Akron with Barberton and Cuyahoga Falls, immediate suburbs, has 29,011 residence and 17,471 business telephones.

Buildings Opened 1931

New Y.W.C.A. Building.
Cost . . $835,000.

New Y.M.C.A. Building.
Cost . . $1,260,000.

New MAYFLOWER HOTEL
Cost . . $3,500,000.

New FIRST-CENTRAL TRUST BLDG.
Cost . . $3,000,000.

Remodeled Buildings

C. H. YEAGER CO.
Department Store
Cost . . $300,000.

OHIO EDISON CO.
Cost . . $300,000.

New Stores Opened

WALKERS' Men's Shop.
BYRONS Ladies' Shop.
SCOTT Stores.
W. T. GRANT Co.

AKRON BEACON JOURNAL

Member American Newspaper Publishers Association.
Audit Bureau of Circulation.
Major Market Newspapers, Inc...Bureau of Advertising

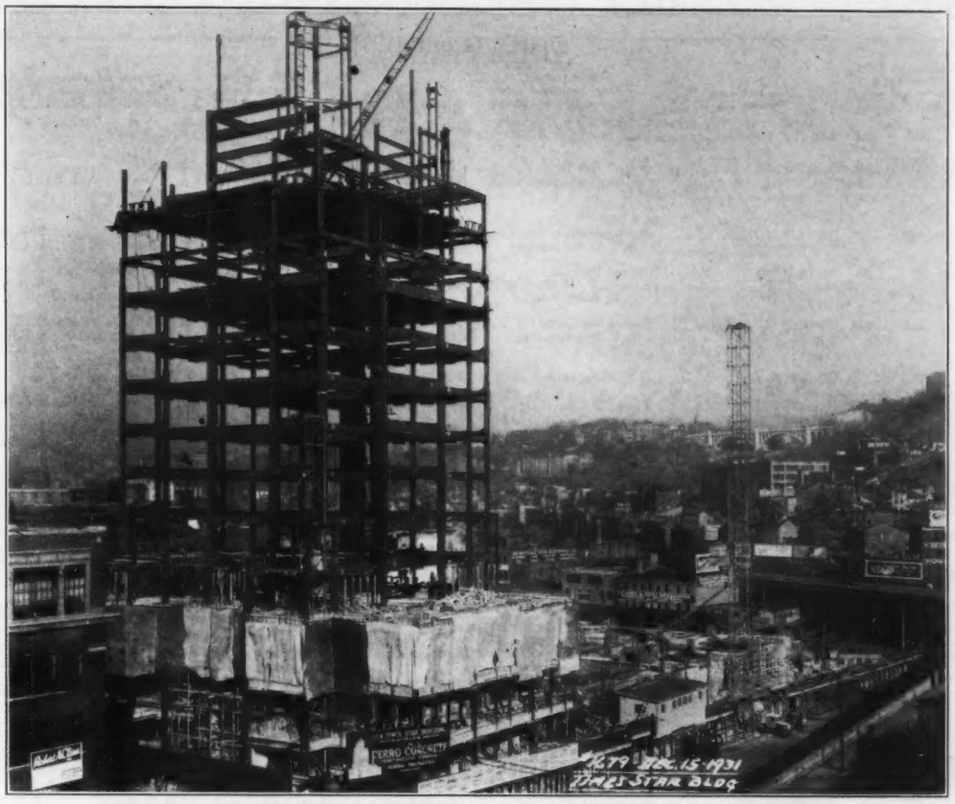
Represented by
STORY BROOKS & FINLEY
New York
Chicago
Philadelphia
San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CELINA	Standard									
4,680	(e) 2,700	.021	.017	(D) (UP) (J) (28)	F. A. Snyder	F. A. Snyder	C. S. Fishbaugh P. R. Snyder (sp)	F. A. Snyder (gm-bm) C. S. Fishbaugh (cm)	C. S. Hoagland	Rollie Yaney R. Sacher (j)
CHILLICOTHE	News-Advertiser									
18,340	(e) 4,327	.03	.025	(D) (UP) (66)	News-Advertiser Co. J. K. Hunter, Pres.	E. A. Ortman	C. R. Ortman Alvin C. Zurcher (sp)	J. K. Hunter (gm-bm) George Ulmaier (cm)	O. O. Overly J. K. Hunter (n) E. I. Aid (cl)	M. Small
	Scioto Gazette									
	(e) 6,857	.03	.03	(R) (AP) (J) (37)	Jas. Hannan	E. S. Wenis Jas. Hannan	B. C. Wilson (sp)	Jas. Hannan (gm-bm) Rudolf Kunstel (cm)	W. E. Beeler Robt. McCarty (n) N. Kellenberger (cl)	C. L. Groninger Albert Hafler (j)
CINCINNATI	Enquirer									
451,160	(m) 97,561	.19	....	(I-D)(AP,NP,INS,NYHT) (*S) (†) (E) (12)	Estate of John R. McLean	W. F. Wiley Geo. S. McDowell	C. J. Bocklet R. W. Saxton (sp) W. L. Brilmayer (Su)	W. F. Wiley W. K. Nottingham (bm) Walter Hoots (cm)	R. H. Ferger W. H. Pickett (cl)	H. D. Rindsberg
	Sunday edition									
	(S) 185,568	.40	....							
	Post									
	(e) 179,074	.33	....	(I) (UP) (†) (128)	Post Pub. Co. Frank W. Rostock, Pres.	Frank W. Rostock Edw. P. Mills	Maurice Henle Tom Swope (sp)	Ralph H. Quinn (bm) Shiel Dunsker (cm)	Ples R. Pettit J. Lambert Simmons (n) Burley Laurimore (cl)	W. A. Schoultheis
	Times-Star									
	(e) 157,300	.30	....	(R) (AP,INS,CP) (†) (91-112)	Times-Star Co. Hulbert Taft, Pres.	Hulbert Taft Moses Strauss	Edw. Steinborn Nixson Denton (sp)	C. H. Rembold George Fries (bm) Arthur Grossheim (cm)	C. E. Bennett F. J. Oexman (n) Eugene Sigafoose (cl)	Chas. Knorr Jos. Illig (j)
CIRCLEVILLE	Herald									
7,369	(e) 3,449	.025	.02	(D) (INS) (†) (J) (37)	Circleville Pub. Co. A. A. Hoopingarner, Pres.	Glen Geib	Glen Geib (ce-sp)	K. J. Herrmann (gm-bm) Margaret Shea (cm)	K. J. Herrmann Anna Shea (cl)	D. C. Burkholder
CLEVELAND	News									
900,429	(e) 146,258	.38	.23	(R) (AP,CP,INS) (*S) (E) (86)	Cleveland Co. D. R. Hanna, Jr., Pub-Pres.	A. E. M. Bergener (me)	Don K. Rennels Ed F. Bang (sp) Hugh Kane (Su)	D. R. Hanna, Jr. C. F. McCahill (bm) M. G. Sullivan (cm)	W. R. Armstrong Harry Hayden (n) J. B. Finger (cl)	W. V. Cowgill
	Sunday edition									
	(S) 179,603	.38	....							
	Press									
	(e) 211,838	.42	.305	(I) (UP) (†) (128)	Scripps Pub. Co. Scripps-Howard Newspapers Roy W. Howard, Ch.	Louis B. Seltzer Vergil Reppeto	John R. Markham Stuart Bell (sp)	J. G. Meilink (bm) C. D. O'Rourke (cm)	J. L. Irvin Benjamin Wood (n) E. O. Syman (cl)	
	Plain Dealer									
	(m) 206,755	.42	....	(I-D) (AP,UP,US) (*S) (†)(E) (153-10)	Plain Dealer Pub. Co. B. P. Bole, Pres.	Paul Bellamy (me)		Geo. M. Rogers J. S. McCarrens (bm) John J. Kirk (cm)	J. A. Van Buren	H. D. Ashly
	Sunday edition									
	(S) 288,333	.52	....							
COLUMBUS	Citizen									
299,564	(e) 93,714	.20	....	(I) (UP) (†) (E) (128)	Citizen Pub. Co.	Edward A. Evans J. P. Fletcher	W. Dale Frazier Lew Byrer (sp)	Chester MacTammany (bm) B. J. Hoffman (cm)	S. F. Needham J. Q. Doty (n) C. H. Schober (cl)	W. S. Edkin
	Dispatch									
	(e) 129,445	.24	....	(I) (AP,INS) (mer) (†) (E) (110)	Dispatch Ptg. Co. H. P. Wolf, Pres.	A. C. Johnson Norman Kuehner		A. E. Campbell (bm) C. Wilson (cm)	H. R. Young (ad-dir)	
	Sunday edition									
	(S) 103,306	.24	....							
	Ohio State Journal									
	(m) 82,848	.13	.125	(R) (AP,CP) (*S) (†) (E) (135)	Ohio State Journal Co. E. T. Wolfe, Pub.	J. A. Meckstroth Capt. H. Mowrey	Charles Cummings Robert E. Hocey (sp)	Walter J. Reck W. H. Rible (bm) L. C. Hess (cm)	W. W. Pierce, Jr. Dick Jemison (n) H. L. Thomas (cl)	C. F. Tessier
	Sunday edition									
	(S) 43,209	.13	....							
CONNEAUT	News-Herald									
9,691	(e) 3,575	.022	.02	(R) (UP) (J) (37)	Conneaut Ptg. Co. C. A. Rowley, Pub. & Pres.	Victor Frie	James Mohan	J. W. Quigley	Arthur Tisdale	
COSHOCTON	Tribune									
10,908	(e) 6,189x	.03	.025	(I) (INS) (†) (37)	Tribune Co. Fred S. Wallace, Pres.					
	Sunday edition									
	(S) 6,173x	.03	....							
COVINGTON	Stillwater Valley News									
1,807	(e) 2,140	.03	....	(I-R) (J) (73)	H. C. Marlin			H. C. Marlin		
DAYTON	Journal									
200,982	(m) 26,311	.08	.06							
	Herald									
	(e) 46,225	.10	.07	(R) (I) (AP,UP,INS) (†) (E) (135)	Burkam-Herrick Pub. Co. E. G. Burkam, Pub. & Pres.	Dwight E. Young (e) Dwight E. Young (me-m)	James M. Long (ce-m) E. M. Rossiter (ce-e) Jacob Frong (sp-m) Bob Husted (sp-e) Virginia Davis (Su)	Ralph M. Jones A. J. Wilson (bm-m) Ralph M. Jones (bm-e) Chas. Snyder (cm)	Warden C. Wentz Allen J. Yoder (n) John Sweeterman (cl)	Tom Gougarty
	Combined daily									
	(me) 72,536	.14	....							
	Sunday edition									
	(S) 48,676	.10	.08							
	News									
	(e) 55,772	.12	....	(I-D) (AP,UP,CPS,INS, NYHT) (†) (E) (74-124)	Evening News Pub. Co. James M. Cox, Pub. & Pres.	Walter Locke D. E. Kumler	Jerry Connors Simon Burick (sp) Howard Burba (Su)	D. J. Mahoney Jas. M. Cox, Jr. (asst-Pub and V.P.) T. J. Kavanaugh (cm)	Harry Brandt (loc) H. Hollyday (n) Joseph H. Kelly (cl)	Jas. Brinkerhoff
	Sunday edition									
	(S) 50,482	.12	....							
DEFIANCE	Crescent-News									
8,818	(e) 4,003	.025	.025	(I) (UP) (J) (103-4)	Crescent Ptg. Co. E. E. Carter, Pres.	Ralph W. Peters	Homer J. Schutt (ce-sp)	Lee O. Tustison	Lloyd V. Tuttle Lee O. Tustison (n) Pauline Weaver (cl)	E. T. Runnion Lewis B. Fretz (j)
DELAWARE	Gazette									
8,675	(e) 2,661x	.02	.014	(I) (INS) (J) (37)	W. D. Thomson	W. D. Thomson	W. J. Campbell Wm. Kirk (sp)	Mrs. Nora Decker (cm)	Wm. Zimmer Mary T. Gay (n) Wm. Zimmer (cl)	O. B. Case
DELPHOS	Herald									
5,670	(e) 1,404	.018	....	(I) (UP)(J) (103-4)	Delphos P. & P. Co L. C. Laudick, Pres.	O. J. Laudick		L. C. Laudick		
DENNISON	Paragraph									
4,520	(e) 1,900	.025	....	(D) (AP) (J) (none)	G. C. Haverstack	G. C. Haverstack	John Shatton (ce-sp)	G. C. Haverstack (gm-bm) Miss M. Maher (cm)	Miss M. Maher G. C. Haverstack (n-cl)	H. M. Russell Cliff Russell (j)
DOVER	Reporter									
9,716	(e) 7,680	.03	.025	(I) (INS) (J) (37)	Tuscarawas Pub. Co. A. A. Hoopingarner, Pres.	A. A. Hoopingarner H. C. Hagloch	H. C. Hagloch Hal Jenkins (sp)	A. A. Hoopingarner E. A. Barthelemeh (bm) Lewis Domer (cm)	D. L. Lindberg E. A. Barthelemeh (n). D. L. Lindberg (cl)	D. C. Duffey
EAST LIVERPOOL	Review									
23,329	(e) 11,139x	.045	.045	(R) (AP,UP,INS) (37)	East Liverpool Pub. Co. Brush-Moore Newspapers Inc. L. H. Brush, Pres.	Frank R. O'Hanlon	H. J. Kaufman R. S. Elliott (sp)	Roy D. Moore C. V. Hughes (bm) R. Hindley (cm)	Clyde L. Smith C. V. Hughes (n) R. Hindley (cl)	Walter Niblock
EAST PALESTINE	Leader									
5,250	(e) 1,635	.05	.025	(I-R) (INS) (J) (73)	C. L. Merwin	C. E. Oliver C. L. Merwin	P. H. Merwin (sp)	R. W. Merwin (gm-bm)	R. W. Merwin	Geo. McCarthy R. W. Merwin (j)
ELYRIA	Chronicle-Telegram									
25,633	(e) 9,469x	.045	.03	(I-R) (UP) (37)	Lorain County P. & P. Co.	J. Clare George A. C. Hudnutt	J. Clare George Russell Davies (sp)	A. C. Hudnutt (gm-bm) Russell Stokely (cm)	L. F. Reisinger M. J. Misner (n) J. G. VanHorn (cl)	W. R. Blayney
FINDLAY	Republican									
10,363	(m) 8,397	....	....	(R) (AP) (37)	Findlay Pub. Co. Findlay Courier Co. I. N. Heminger, Pres.	R. D. Heminger (m) Andrew Fish (e)	A. L. Groves (sp-m) Everett Eakin (sp-e)	I. N. Heminger (bm) John Schuck (cm)	Leo Jaqua (m) Pauline Hoopingarner(e) Edna Decker (n) Isabel Long (cl)	Frank Camp
	Courier									
	(e) 2,722	....	....	(D) (AP) (37)						
	Combined daily									
	(me) 11,119	.05	....							
FOSTORIA	Review									
12,790	(e) 3,102	.02	.02	(R) (UP) (†) (J) (40)	Review Ptg. Co. F. M. Hopkins, Pub.	E. M. Hopkins	Hal Stout Virgil Switzer (sp)	F. M. Hopkins E. M. Hopkins (bm) E. Rebber (cm)	E. M. Hopkins	A. R. Winkler
	Times	3,081	.017	.015	(I-D) (INS) (†) (J) (37)	Roscoe Carle	R. Carle J. H. Williams	Al. Bryan Chas. Walters (sp)	J. H. Williams (gm-bm) E. M. Hicks (cm)	J. H. Williams M. J. Agnew (cl)	J. H. Williams
FREMONT	Messenger									
13,422	(e) 4,269	.03	.02	(D) (INS) (†) (28)	F. J. Daubel, Pub. Fremont Messenger Co. L. E. Kinn, Pres.	Clyde P. Steen F. J. Daubel	Clyde P. Steen Albert O'Farrell (sp)	F. J. Daubel (gm-bm) K. W. Moody (cm)	Paul E. Vinson F. J. Daubel (n) Paul E. Vinson (cl)	Ed. Lloyd
	News									
	(e) 3,632	.02	.02	(I) (UP) (†) (37)	Wrigley Bros. Ptg. Co. Ardella Wrigley, Pres.	Geo. A. Hoat		A. L. Wrigley		
GALION	Inquirer									
7,644	(e) 2,585	.03	.025	(I) (UP) (J) (73)	Inquirer Ptg. Co. D. O. Williams, Pub.	Chas. Etsinger D. O. Williams				Milo Fisher
GALLIPOLIS	Tribune									
7,102	(e) 1,935	.025	.02	(I-R) (UP) (J) (none)	H. W. Wetherholt	H. W. Wetherholt	H. W. Wetherholt	H. W. Wetherholt (bm)		C. H. Booton
GENEVA	Free Press									
3,791	(e) 1,878	.02	.017	(R) (37)	C. A. Rowley	Corwyn Dray C. A. Bonsor	Edgar Hicock (sp)	C. A. Rowley C. A. Bonsor (bm) E. Taylor (cm)	Donald Lieb C. A. Bonsor (n) M. Kissman (cl)	W. C. Edy

(*Continued on page 76*)



New Times-Star Building in course of construction December 15th, 1931

depressed? NOT CINCINNATI!

CINCINNATI is neither a boom nor a panic town. It is old, as midwestern cities go; its institutions and its wealth are both deep-rooted. The substantial character of its people make it a leading market anytime, but particularly outstanding under present conditions. Its many thousands of home-owners refuse to be stampeded either into utter retrenchment or feverish spending. The retail sales curve in Cincinnati shows no sharp rise nor violent decline. The city keeps on an even keel. The streets, in 1932, are alive with buyers and the merchants are doing business.

The Times-Star believes in Cincinnati. It believes in the city's future and particularly in the character of the people. It is *now* building a newspaper plant which should be one of the finest in the world.

Nor is confidence in Cincinnati as a profitable market purely local. The railroads are proving their faith with a new passenger and freight terminal project, now nearing completion at a cost of nearly a hundred million dollars; and all national companies are pushing for sales in Cincinnati, where they are sure of results . . . . here in Cincinnati, one of the few *consistently* profitable markets . . . . and the buyers who make it so all read the Times-Star, the newspaper that is most characteristic of the optimism and strength of the city.

CINCINNATI TIMES-STAR

Hulbert Taft, Pres. and Editor-in-Chief

Martin L. Marsh,
60 E. 42nd Street, New York

Kellogg M. Patterson,
333 N. Michigan Ave., Chicago

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
GREENVILLE 3,871	Advocate (e)	6,347	.045	.043	(I-D) (UP) (†) (37)	W. A. Browne, Jr.	W. A. Browne, Jr.		W. E. Browne		F. Kirby
HAMILTON 52,176	Journal (e)	12,357	.045	.043	(I-D) (AP) (37)	Journal Pub. Co. Homer Gard, Pres.	C. A. Leiter Homer Gard	Homer Grosvenor Richard Connelly (sp)	Homer Gard L. R. Hensley & G. E. Holdefer (bm's) S. A. Weber (cm)	L. R. Hensley	John Strange
	News (e)	8,624	.045	.042	(I-R) (AP) (17)	Republican-News Pub. Co. E. G. Ruder, Receiver	L. R. Duvall Emerson Robinson	Edgar Schellenbach (sp)	L. R. Duvall F. A. Brown (cm)	C. R. Greenawalt A. J. Wesselman (cl)	W. C. Kettler
IRONTON 16,600	Tribune (e)	5,554	.04	.04	(R) (AP,UP) (37)	Tribune Pub. Co. Felonise B. Moore, Pub. L. H. Brush, Pres.	C. J. McCarthy Felonise B. Moore	C. J. McCarthy K. J. Barron (sp) C. J. McCarthy (Su)	Felonise B. Moore (gm-bm) J. Malone Gorman (cm)	C. A. Walker B. A. Wyatt (n)	Chas. Feil
	Sunday edition (S)	5,234	.04	....							
KENTON 7,069	News-Republican (e)	3,080	.015	.013	(R) (INS) (†) (J) (37)	Kenton Republican Co. E. R. Rutledge, Pres.	Edwin S. Rutledge Earl E. Rutledge	Edwin S. Rutledge Mardo Williams (sp)	E. E. Rutledge (gm-bm) J. M. Loeffert (cm)	H. E. Talbert E. E. Rutledge (n) H. E. Talbert (cl)	W. E. Kennedy
	Democrat (e)	2,505	.015	....	(D) (UP) (none)	C. E. Flanagan	C. E. Flanagan		J. P. Siemon (cm)		
LANCASTER 18,653	Eagle (e)	6,088	.03	.025	(D) (AP) (J) (37)	Eagle Ptg. Co.	Edw. T. Wetzler	H. V. Phillips (ce-sp)	Chas. Wetzler (gm-bm) Geo. H. Harris (cm)	R. E. Sieber	E. O. Tobin
	Gazette (e)	5,191	.03	.018	(I) (UP) (66)	C. J. Beach	Adrian Fuller	Madole Whitmer Carl Lehman (sp)	Adrian Fuller (bm) George Rockey (cm)	Jas. E. Gallagher	John Shonk
LIMA 42,287	Star (m)	11,289	....	.03	(R) (AP) (30)	Ohio Newspaper Corp. F. L. Maire, Pres. W. J. Galvin, Pub.	T. E. Wilson	C. C. Allam Jas. Lovett (sp)	W. J. Galvin I. A. Zay (bm) Ray Corcoran (cm)	C. B. Hinkle A. J. Gruber (n) F. M. Ammon (cl)	A. H. Tebbens
	News (e)	17,596	....	.06							
	Combined daily (me)	28,805	.11	....	(I-D) (AP,INS) (J) (30)	Lima News Pub. Co. L. S. Galvin, Pub.	E. R. Leach	Wilbur Snypp A. H. Falk (sp) E. R. Leach (Su)	L. S. Galvin (gm-bm) R. Corcoran (cm)	Chas. Hinkle (ad-dir) M. T. Johnson A. J. Gruber (n) F. M. Ammon (cl)	R. H. Calkins A. L. Kendall (j)
	Sunday edition (S)	19,174	....	....							
	Morning & Sunday (mS)	.....	.11	....							
LISBON 3,400	Journal (e)	1,450	.03	.03	(R) (J) (73)	Buckeye Pub. Co. H. D. Frew, Pres.	D. H. Frew	N. R. Ward (sp)	W. A. Frew	M. E. Henry	O. R. Peterson
LORAIN 44,471	Journal (e)	11,124	.04	....	(I-D) (AP) (40)	Lorain Journal Co. David Gibson, Pub. & Pres.	Frank Maloy	Don Linsay John Dunn (wp)	John W. Graham (bm) Harry Hughes (cm)	S. C. Thompson R. D. Marshall (cl)	Lloyd Dickinson
	Times-Herald (e)	12,024	.04	....	(R) (INS,UP) (†) (37)	Times Herald Pub. Co.	Tex DeWeese	Jos. Kuebler Joe Gaynor (sp)	E. M. Grimes (gm-bm) A. C. Lockwood (cm)	J. M. Clarke R. Adler (cl)	A. Clucker
MANCHESTER 2,009	Signal (m)	.....	.025	....	(141)						
MANSFIELD 33,525	Journal (e)	13,019	.04	....	(I) (AP) (40)	David Gibson	G. J. Kochenderfer		G. J. Kochenderfer W. W. Bowden (cm)		
	News (e)	15,312	.055	....	(I) (UP,INS) (37)	News Ptg. Co. L. H. Brush, Pres.	John G. Green	Ross D. McMichael	Roy D. Moore James C. Woods (bm) Chas. E. Shoots (cm)	R. E. Lane R. B. Forker (cl)	
	Sunday edition (S)	15,242	.055	....							
MARIETTA 14,283	Times (e)	8,564	.04	.035	(I) (UP) (†) (37)	Times Co. F. B. McKinney, Pres.	F. B. McKinney	Tom O'Donnell Chas. S. Wilkinson (sp)	Will P. McKinney (gm-bm) Lewis Mottice (cm)	L. E. Toller L. K. Miller (n) Fred Reynolds (cl)	Cecil Echols
MARION 31,084	Star (e)	14,348	.05	.032	(R) (AP,UP,INS) (37)	George H. Van Fleet, Pub. Brush-Moore, Inc. Louis H. Brush, Pres.	Geo. Van Fleet Harry S. Elliott	W. T. Buchanan R. H. Kirkpatrick (sp)	R. F. Fletcher (bm) D. V. Jenkins (cm)	H. G. Greenfield R. F. Fletcher (n) Gilmore Hiett (cl)	C. W. Kramer
MARTINS FERRY 14,525	Times (e)	9,181	.04	.04	(I-R) (INS) (J) (37)	Daily Times Co. A. L. Sedgwick, Pres.			A. L. Sedgwick (gm-bm)	W. R. May	
MARYSVILLE 3,631	Tribune (e)	2,058	.02	....	(I-R) (UP) (J) (37)	Huber Bros. & Otte	Irvin C. Henry		J. M. Huber (bm)	J. M. Huber	
MASSILLON 26,475	Independent (e)	9,062	.042	.033	(I-R) (AP,CPA) (37)	Independent Co. C. L. Knight, Pres.	Chas. E. Chidester	Fred E. Becker (ce-sp)	E. A. Neutsenholzer (gm-bm) S. S. Maier (cm)	K. C. Long Miss M. E. Cook (n-cl)	R. R. Buttermore
MECHANICSBURG 1,421	Telegram (e)	1,078	.018	.018	(I) (J) (none)	Leon Boutwell	Leon Boutwell Phemie Boutwell	Myrtle M. Horr	Leon Boutwell (gm-bm)	Leon Boutwell	Ralph Tobias
MIDDLETOWN 29,992	Journal (e)	6,719	.035	.035	(R) (AP) (37)	E. S. Myers, Pub. News Journal Pub. Co. J. A. Chew, Pres.	E. S. Myers R. C. Oglesby	R. C. Oglesby Paul Levin (sp)	E. S. Myers Glen Hankins (bm) Wm. Giesman (cm)	N. J. Lawler F. Ford (n) M. Little (cl)	W. J. O'Brien
	News-Signal (m)	5,867	.03	.03	(D) (UP) (103-4)	E. S. Myers, Pub. News Journal Pub. Co. J. A. Chew, Pres.	Glen Hankins Wayne Adams	Wayne Adams Glen Hansel (sp) Glen Hankins (Su)	E. S. Myers Glen Hankins (bm) Wm. Giesman (cm)	Bert Lawler Flora Ford (n) Murphy Little (cl)	Wm. Obrein
	Sunday edition (S)	7,947	.03	....							
MOUNT VERNON 9,370	Banner (e)	2,107	.02	.02	(D) (AP) (103-4)	S. J. Dorgan	Gordon Nixon	Paul Feeney (ce-sp)	S. J. Dorgan (gm-bm)	N. R. Rhoades	Carl Fettig
	Republican-News (e)	4,768x	.025	....	(R) (UP) (J) (37)	Republican Pub. Co. Ben Ames, Pres.	Justin Devalon C. C. Iams	Fred Lorey T. V. Hess (sp)	L. A. Culbertson (gm-bm) C. P. Wenger (cm)	Rusler Bell C. P. Wenger (cl)	L. M. Bell
NEWARK 30,581	Advocate & American Tribune (e)	14,212x	.06	.035	(I) (AP) (†) (J) (37)	Advocate Ptg. Co. C. H. Spencer, Pub. & Pres.	C. H. Spencer	F. A. Woolson P. E. Connelly (sp)	C. H. Spencer (gm-bm) J. D. Spencer (cm)	C. W. Bluthart F. W. Spencer (n-cl)	J. S. Gilcrest A. L. Burton (j)
NEW PHILADELPHIA 12,365	Times (e)	9,516	.04	.036	(I) (UP) (†) (37)	Democrat Pub. Co. J. E. Hurst, Pub. & Pres.	J. E. Hurst Dale Empfield	Dale Empfield Eugene Hurst (sp)	Joe E. Hurst (bm) E. E. Shoemaker (cm)	Dean G. Warner	F. L. Kimmel
NILES 16,314	Times (e)	3,712	.03	....	(I) (UP,INS) (†) (40)	Wick Newspapers, Inc.	James L. Wick		James L. Wick Roy Forgman (bm) Ray Koken (cm)	Milton I. Wick	
NORWALK 7,779	Reflector-Herald (e)	4,231	.021	....	(R) (UP) (J) (37)	R. C. Snyder	Dudley A. White	Arthur David Oliver Woodward (sp)	Dudley A. White (gm-bm) M. T. Doane (cm)	R. A. Fisher D. A. White (n) Elsie Miller (cl)	R. D. Simon
PAINESVILLE 15,872	Telegraph (e)	5,809	.035	....	(R) (UP) (J) (37)	Telegraph-Republican Co., Inc. C. A. Rowley, Pres.	H. E. Johnson C. A. Rowley	H. E. Johnson Gordon Benzies (sp)	C. A. Rowley H. H. Henes (bm) J. A. Thomson (cm)	R. N. Heyer C. A. Evans (n) Clifford Sheats (cl)	L. L. Bruce H. B. Hurst (j)
PIQUA 16,000	Call (e)	6,185	.03	....	(I-R) (UP) (37)	Piqua Call Pub. Co. C. F. Ridenour, Pres.	C. F. Ridenour Ray H. Hester	Kenneth Shofstahl Paul Murray (sp)	C. F. Ridenour (gm-bm) Paul W. Stiles (cm)	Paul W. Stiles Helen Marshall (n) John Carpenter (cl)	Louis Davidson
POMEROY 3,572	Tribune (e)	2,270	.03	.025	(R) (INS) (J)(40)	Meigs Pub. Co. Theo. Ebersbach, Pres.	C. A. Schaefer Chas. Ebersbach	C. A. Schaefer	Chas. Ebersbach S. Emery Wolfe (bm) M. Rea (cm)	R. L. Lide	George Hoeflich
	Sunday edition (S)	2,270	.03	....							
PORTSMOUTH 42,560	Times (e)	16,245	.07	.06	(R) (AP,UP,INS) (37)	Times Pub. Co. Brush-Moore Newspapers, Inc. L. H. Brush, Pres.	Murray Powers	Ernest Schusky Lynn Wittenberg (sp) Murray Powers (SU)	I. R. Van Aurmen Harry Foehr (cm)	Frank Sheridan Thos. J. McNamara (n) Orin Spence (cl)	Frank Duncan
	Sunday edition (S)	14,769	.07	....							
RAVENNA 8,123	Record (e)	4,129	.025	.025	(I-R) (UP) (J) (37)	Record Pub. Co. Albert V. Dix, Pub. & Pres.	Robert C. Dix Albert V. Dix	A. Sicuro (ce-sp)	Albert V. Dix (gm-bm) R. C. Meier (cm)	H. S. Patterson R. C. Meirer (cl)	C. E. Nodine P. E. Krieble (j)
ST. MARYS 5,483	Leader (e)	3,009	....	....	(I) (INS) (J) (40)	A. C. Buss	A. C. Buss	K. C. Geiger H. M. Blair (sp)	A. C. Buss (gm-bm) H. M. Blair (cm)	H. M. Balir	H. W. Buss
SALEM 10,622	News (e)	3,449	.02	.017	(R) (AP,UP,INS) (J) (37)	R. W. Hawley, Pub. Salem Pub. Co. L. H. Brush, Pres.	R. W. Hawley F. J. Wise		R. W. Hawley	F. L. Glasgo	

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SANDUSKY	Register									
24,022	(m) 7,175	....	....	(R) (AP) (37)						
	Star-Journal			(D) (UP) (37)	Sandusky Newspapers, Inc.	E. F. Walrath	E. L. Ways	R. C. Snyder	E. H. Mack	Carl Hauts
	(e) 7,906	....	....		R. C. Snyder, Pres.	Paul Heiberger	Glenn Harmon (sp-m)	J. D. Mack (bm)	E. Hiss (cl)	
	Combined daily						S. Bittner (sp-e)	Lambert Lidell (cm)		
	(me) 15,081	.07	.05							
	Sunday edition									
	(S) 7,895	.07	....							
SHELBY	Globe									
6,198	(e) 2,200	.03	....	(I) (INS) (J) (73)	Stambaugh & Stambaugh	R. L. Castor		J. C. Stambaugh (bm)	J. C. Stambaugh	
SIDNEY	News									
6,301	(e) 4,685	.025	....	(I) (INS) (J) (none)	W. T. Amos	E. C. Amos		W. T. Amos (bm)	E. C. Amos	F. Taubken
								H. A. Amos (cm)		
SPRINGFIELD	Sun									
68,743	(m) 13,149	....	....							
	News									
	(e) 18,547	....	....							
	Combined edition									
	(me) 31,696	.10	....	(I) (AP,UP) (mer) (†) (E) (74-124)	E. Morris	B. A. Teeters		E. Morris	W. H. Baird (n)	
	Sunday edition							Glen Cox (cm)		
	(S) 22,475	.10	....							
STEUBENVILLE	Herald-Star									
35,422	(e) 20,404x	.07	.07	(R) (AP,UP,INS) (135)	Herald Ptg. Co.	N. Edward Worstall	John Adams	Roy D. Moore	Joseph D. Long	
					Louis H. Brush, Pres.	(me)	Richard Shelton (sp)	Herbert W. Nichols (bm)	Bernard Aureden (cl)	
								George M. Gilmore (cm)		
TIFFIN	Advertiser									
18,428	(e) 5,223	.025	.021	(D) (UP) (J) (37)	Advertiser Co.	U. S. Abbott	R. H. Keller	E. T. Rodgers (gm-bm)	J. D. Clagett	Grover Harshman
					E. T. Rodgers, Pres.		H. L. Brady (sp)	Albert Ball	E. T. Rodgers (n)	F. M. Mealey (j)
	Tribune									
	(e) 4,659	.02	.02	(R) (INS) (28)	Tiffin Tribune Co.	Arnold Whalen			Ivan Hessen	
					John P. Locke, Pres.	John Thompson				
TOLEDO	Blade									
290,718	(e) 129,581	.33	....	(R) (AP,INS,CP) (†) (12)	Toledo Blade Co.	Grove Patterson	F. Mollenkopf	S. C. Speer (bm)	W. E. Myers	E. P. Doyle
					Paul Block, Pres.	C. R. Corbin	R. A. French (sp)	F. S. Newell (cm)	F. E. Cottrell (n)	
									L. N. Newmyer (cl)	
	News-Bee									
	(e) 81,243	....	....	(I) (UP) (†) (E) (128)	Toledo Newspaper Co.	E. T. Austin	C. P. Adamshick	J. F. Pollock (bm)	T. R. Longcope	
					J. F. Pollock, Pres.	Paul Jones	Kenneth Conn (sp)	G. L. Morrison (cm)	W. C. Coutney (n)	
									Murray Dixon (ci)	
	Times									
	(m) 29,115	.10	....	(R) (AP,US) (*S) (E) (12)	Paul Block	John D. Dun (asso-ed)		R.C.Patterson(V.P.-gm)	C. F. Tefft	
	Sunday edition									
	(S) 59,750	.18	....					C. E. Veller (cm)		
TORONTO	Tribune									
7,086	(e) 1,791	.03	....	(I-D) (73)	Forrest Richmond			Fern Richmond		Bruce Snyder
TROY	News									
6,673	(e) 2,879	.02	.018	(R) (UP) (J) (37)	Miami Union Pub. Co.	H. A. Pauly	W. J. Miller (ce-sp)	A. C. McClung (gm-bm)	Chas. Mattocks	L. C. Compton
					H. A. Pauly, Pres.	Leroy Elliott		Eugene Ross (cm)	A. C. McClung (n)	O. S. Dolison
									Kethryn Howe (cl)	
URICHSVILLE	Chronicle									
6,437	(e) 2,808	.02	.015	(R) (INS) (37)	Chronicle Co.	Paul H. Stoutt	Donald Stoutt (ce-sp)	Paul H. Stoutt (gm-bm)	John Van Lehn	J. F. Derry
					Mrs. J. M. McCloy, Pres.				J. F. Derry (n)	
UPPER SANDUSKY	Chief									
3,900	(e) 2,946	.015	....	(D) (UP,INS) (J) (103-4)	Daily Chief Co.	Chas. V. Read	Paul Creger (ce-sp)	Chas. V. Read		Jacob Schell
					S. W. Martin, Pres.					Frank Bowman
	Union									
	(e) 2,218	.015	.015	(R) (AP) (J) (28)	Wyandot Union Pub. Co.	L. M. Newcomer (me)	Robert Krebs			Jay Everhart
					Charles H. Lewis, Pres.					
URBANA	Citizen									
7,749	(e) 4,779	.025	.021	(I) (UP) (J) (37)	Gaumer Pub. Co.	Herman E. Harner	Ray Bell	Herman E. Harner	L. C. Hovey	Lyman Thomas
					C. F. Ridenour, Pres.		Jas Weymouth (sp)	Carroll S. Frants (cm)		
VAN WERT	Bulletin									
8,472	(e) 2,825	.015	....	(R) (INS) (J) (4-103)	J. H. Foster's Sons	C. Foster		J. H. Foster (bm-cm)	C. Foster	
	Times									
	(e) 2,908	.02	.016	(I-R) (UP) (J) (40)	Times Ptg. Co.	Ford Owens		Ford Owens	A. C. Feigert	Ira Redlinger
					Ford Owens, Pres.	Julius Chandler			Judson W. Owens (cl)	M. J. Dannecker (j)
WAPAKONETA	News									
3,308	(e) 3,490	.025	.025	(I-D) (UP) (J) (none)	Democrat Ptg. Co.	R. P. Melching	R. P. Melching (ce-sp)	C. K. Rockwell	C. K. Rockwell	A. L. Edmiston
					C. K. Rockwell, Pres.	C. K. Rockwell				C. K. Rockwell (j)
WARREN	Tribune-Chronicle									
41,062	(e) 13,161	.055	....	(R) (AP) (37)	Tribune Co.	Thos. H. Deming	Stanley E. Hart	Zell Hart Deming	Harry T. Rubenson	E. J. Gozzard
					Zell Hart Demidg, Pres.		Thomas Thompson	Clarence E. Gilliam (bm-cm)	Bertha Stephens (n)	
									Mary L. Rice (cl)	
WASHINGTON COURT HOUSE	Herald									
8,415	(me) 2,571	.021	.025	(I) (AP) (none)	Herald Pub. Co.	Joseph H. Hayes	B. E. Kelly	J. H. Hayes	R. E. McCoy	V. M. Mitchem
					Joseph H. Hayes, Pres.	H. S. Hayes		R. E. McCoy (bm-cm)	G. E. Bowen (cl)	
WELLSTON	Sentinel									
5,310	(e)	.025	....	(R) (UP) (J) (73)	Sentinel Pub. Co.	G. Morrow		W. E. Thomas (bm)	W. E. Thomas (n)	
								Miss K. Bentine (cm)		
WELLSVILLE	News									
7,982	(e) 3,141	....	....	(I) (UP) (J) (73)	G. C. Davis	G. C. Davis	G. C. Davis	G. C. Davis (gm-bm)	G. C. Davis	Russell Shurte
							Dan Thompson (sp)	Francis Menough (cm)	Francis Menough (cl)	M. K. Duty (j)
WILMINGTON	News-Journal									
5,332	(e) 4,007	.035	.018	(R) (AP) (†) (J) (30)	News-Journal Co.	W. J. Galvin	R. F. Appel	W. W. Galvin (bm)	Kroger Babb	Roy Brown
					W. J. Galvin, Pub.-Pres.	W. W. Galvin	Kroger Babb (sp)		R. M. Lukens (n)	W. Hansford (j)
									Roscoe Stratton (cl)	
WOOSTER	Record									
10,742	(e) 8,736	.035	....	(I) (INS) (37)	Republican Ptg. Co.	E. H. Hauenstein		Albert Dix (bm)		
					Albert Dix, Pres.	E. C. Dix				
XENIA	Gazette									
10,514	(e) 5,079	.03	.03	(R) (INS) (37)	Chew Pub. Co.	J. A. Chew	R. A. Higgins	J. A. Chew	W. A. King	C. A. Swartz
					J. A. Chew, Pres.	R. A. Higgins	Phil Frame (sp)	H. Huston (cm)	R. Morgan (n)	
									W. A. King (cl)	
YOUNGSTOWN	Telegram									
170,004	(e) 35,610	.11	....	(I) (UP) (†) (128)	Scripps-Howard Newspapers	Felix F. Bruner	William Dowdell	John T. Watters (bm)	Harry Craig	
					Telegram Co.	Ned C. Brooks	Michael McHale (sp)	Joseph Finster (cm)	Harry Harper (n)	
					J. T. Watters, Pres.				H. E. Clark (cl)	
	Vindicator									
	(e) 35,127	.11	.075	(I-D) (AP,CPA,INS,CP) (*S) (70)	Vindicator Ptg. Co.	William F. Maag, Jr.	W. L. Powers	William F. Maag, Jr.	William O. Brown (n)	F. L. Houck
	Sunday edition				William F. Maag, Jr., Pub.	George Madtes	Frank B. Ward (sp)	William O. Brown (bm)	Harold B. Burtt (cl)	
	(S) 36,873	.11	....		John H. Clark, Pres.		Arthur D. Maag (Su)	Walter Test (cm)		
ZANESVILLE	Times-Recorder									
36,643	(m)	....	....	(R)						
	Signal									
	(e)	....	....	(D)						
	Combined daily			(AP,UP) (†) (37)	Zanesville Pub. Co.	W. O. Littick	E. V. Cotter (ce-m)	Oroville B. Littick	C. S. Nelson	Wm. Morris
	(me) 28,550	.08	.08		W. O. Littick, Pres.	C. E. Granger (me-m)	C. E. O'Donnell (ce-e)	H. C. Littick (bm)	C. L. Sink (n)	
	Sunday edition					F. L. Bohn (me-e)	H. Spencer (sp-m)	C. L. Sink (cm)	Francis Dosch (cl)	
	(S) 10,200	.08	....	(I)			Allen Gonder (sp-e)			
							Harry Basehart (Su)			

OKLAHOMA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ADA	News									
11,261	(e) 3,235	.03	.025	(D) (AP) (†) (J) (51)	News Pub. & Ptg. Co.	W. D. Little	Roy S. McKeown(ce-sp)	W. D. Little	J. H. Biles	T. W. Brydia
	Sunday edition				W. D. Little, Pres. & Pub.	Byron Norrell	Byron Norrell (Su)	L. A. Grant (cm)	Ruth Collins (cl)	
	(S) 3,235	.03	....							
ALTUS	Times-Democrat									
8,430	(e) 3,160	.04	.03	(D) (UP) (J) (109)	Altus Pub. Co.	Harrington Wimberly	M. W. Williams	Harrington Wimberly	J. R. Symcox	Marvin Foster
	Sunday edition				Harrington Wimberly, Pres.			Joe House (cm)		Ed Carter (j)
	(S) 3,160	.04	....							
ALVA	Record									
4,121	(m) 2,100	.03	.025	(I) (AP) (J) (28)	A. W. Doughty	O. F. Cayce	Wm. Crosno	A. W. Doughty	Noll Hayward	A. W. Doughty
	Sunday edition						Brooks Bicknell (sp)	Lynn Rogers (cm)	A. W. Doughty (cl)	
	(S) 2,100	.03	....							
	Review-Courier									
	(e) 2,608	.03	.025	(I) (UP) (J) (109)	Review Courier Pub. Co.	R. C. Swank	Schuyler Allman	Stearns Rogers (cm)	Alfred Kavanaugh	Frank Estle
					Horace T. Newton	Cullen Johnson				E. M. Barker (j)
					Eugene Pulliam, Pub.					

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OKLAHOMA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ARDMORE 15,741	Ardmoreite (e) 6,432 Sunday edition (S) 6,441	.055 .055	.04	(I-D) (AP) (†) (68)	Ardmoreite Pub. Co., Inc. J. F. Easley, Pres.	J. F. Easley M. E. McWilliams	M. E. McWilliams Ramon Martin (sp)	Albert Riesen W. F. Spearman (cm)	R. C. Horner E. P. Riesen (n) L. Paxton (el)	M. M. Bramlett
BARTLESVILLE 14,763	Enterprise (e) 4,245	.03	....	(R) (AP) (†) (68)	Bartlesville Pub. Co. J. S. Leach, Pres.	J. S. Leach		L. F. Wright (bm)	E. J. Bosley (n)	B. L. Grubb
	Examiner (m) 5,068 Sunday edition (S) 5,167	.03 .03	.025	(I-R) (AP) (†) (J) (51)	Examiner Co. N. D. Welty, Pres.	N. D. Welty	I. J. Speak Ralph Lashbrook (sp) J. J. Speak (Su)	N. D. Welty Donald R. Welty (bm) W. R. Cooper (cm)	Donald R. Welty Eva McNabb (el)	E. F. Kysela C. D. Campbell (j)
BLACKWELL 9,365	Tribune (m) 7,629 Sunday edition (S) 7,634	.07 .07	.07	(D) (AP) (†) (81)	Blackwell Tribune Pub. Co. C. Robert Bellatti, Pres. & Pub.	C. R. Bellatti E. E. Nicols		C. R. Bellatti (bm)	T. L. Tetirick	
BRISTOW 6,619	Record (e) 1,871	.035	.035	(I) (AP) (J) (none)	Bristow Record Co. L. M. Nichols, Pres. & Pub.	L. M. Nichols	Ed Burchfiel	T. M. Nichols (bm) J. L. Stucker (cm)	G. F. Millard Irene Dumas (el)	H. T. Chambers John Marrs (j)
CHICKASHA 14,099	Express (e) 4,530 Sunday edition (S) 4,530	.03 .03	.021	(D) (AP) (51)	Geo. H. Evans	Geo. H. Evans J. E. Pool	George H. Crouse(ce-sp)	George H. Evans (bm) B. E. Parmalee (cm)	George Dismukes Dale Nease (el)	Chas. Rhode
CLAREMORE 3,720	Progress (e) 1,180 Sunday edition (S) 1,180	.025 .025	....	(D) (109)	A. L. Kates	W. C. Kates				
CLINTON 7,516	News (e) 2,825 Sunday edition (S) 2,825	.035 .035	.035	(I-D) (UP) (J) (109)	Buff B. Burtis	Buff B. Burtis R. E. Lindsay	Betty Dale	Buff B. Burtis (bm) Covey Page (cm)	T. E. Summars W. B. Harrison (el)	N. A. Gerig
CUSHING 9,301	Citizen (e) 3,582	.035	....	(I) (UP) (†) (J) (51)	Pub. Co. of Cushing O. H. Lachenmeyer, Pub.	H. M. Lachenmeyer C. Rust	M. Nichols (sp)	O. H. Lachenmeyer J. O. Brown (cm)	John Gordon O. H. Lachenmeyer (n) W. D. Peyton (el)	E. E. Myers R. E. Miller (j)
DRUMRIGHT 4,972	Derrick (e) 3,243	....	....	(I) (UP) (J) (28)	L. S. Allard	Orville Allard	L. S. Allard Jr. (sp)	L. S. Allard	W. C. Moore	W. C. Moore
DUNCAN 8,363	Banner (e) 2,363 Sunday edition (S) 2,363	.03 .03	....	(I-D) (UP) (J) (109)	Duncan Pub. Co. B. L. Abernethy, Pres.	B. L. Abernethy	Martin Cunningham	B. L. Abernethy L. O. Bour (cm)	J. O. Hopper Jean Abernethy (n)	E. C. Hundley J. M. Bradley (j)
DURANT 7,463	Democrat (e) 3,287	.03	.025	(I) (UP) (mar) (J) (51)	G. W. Archibald } co-partner- R. F. Story... } ship	R. F. Story	Wesley Dickey Bennett Story (sp)	G. W. Archibald Allen Hill (cm)	Allen Hill G. W. Archibald (n-el)	W. J. Hurst
ELK CITY 5,666	News (e) 2,344	.03	.025	(D) (UP) (J) (109)	Elk City Pub. Co. Joe W. McBride, Pres.	T. H. Maloy	Clarece Sheets	Joe W. McBride (gm-bm)	W. G. Smith Dorothy Lovelady (el)	L. C. Okerberg
	Journal (ms) New daily	.03	....	(28)	L. B. Hardy	L. B. Hardy	Jack Oldham (bm)	Robert Patton (cm)		
EL RENO 9,385	Tribune (e) 3,611 Sunday edition (S) 3,611	.04 .04	.04	(I-D) (AP,UP) (J) (none)	El Reno Ptg. & Pub. Co. Davis O. Vandivier, Pub. & Pres.	Davis O. Vandivier	Paul R. Wade L. Estep (sp)	Davis O. Vandivier Harry Schroeder (cm)	Al Wilson Olga Moon (el)	
ENID 26,399	Eagle (m) 9,096 News (e) 5,629 Combined daily (me) 14,725 Sunday edition (S) 10,369	.... .09 .09	.... .074	(R) (AP,UP) (68)	Enid Pub. Co. M. C. Garber, Pres.	M. C. Garber T. F. Campbell	T. F. Campbell Forrest Warren (sp) T. F. Campbell (Su)	Wm. M. Taylor M. T. Sexsmith (bm) C. A. Killam (cm)	E. E. Freeman M. T. Sexsmith (n) M. Lowe (el)	W. A. Nutt
FREDERICK 4,568	Leader (ms) 3,119	.035	....	(D) (UP) (J) (109)	J. L. Newland	J. L. Newland				
GUTHRIE 9,582	Leader (e) 7,012 Sunday edition (S) 7,012	.05 .05	.04	(I) (AP,UP) (†) (51)	McIntyre & Fields	Raymond Fields Bert Kemmerer	Roscoe Belcher (ce-sp)	E. M. McIntyre E. V. Capps (cm)	Erol Austin E. M. McIntyre (n) Dick Padgham (el)	John L. Loveless
HENRYETTA 7,694	Free Lance (e) ..... Sunday edition (S)	.036 .036	....	(R) (AP) (J) (109)	George Riley Hall	George Riley Hall Hugh C. Hall	Hugh C. Hall (ce-sp-Su)	George R. Hall	Robert L. Hall	W. E. Colford
HOBART 5,017	Democrat-Chief (e) 2,550	.02	.025	(I) (UP) (†) (J) (109)	Pulliam Pub. Corp. Don C. Estes, Pub. E. C. Pulliam, Pres.	Don C. Estes	D. C. Frost (ce-sp)	Don C. Estes Haselle Crigger (cm)	Don C. Estes Mrs. W. F. Hancock (el)	Chas. Kailey
HOLDENVILLE 7,263	News (e) 3,025 Sunday edition (S) 3,025	.03 .03	.025	(I-D) (UP) (109)	Tom R. Phillips	Tom R. Phillips J. B. Phillips	J. B. Phillips	Tom R. Phillips Elwood Smith (cm)	W. J. Tucker, Jr. Tom R. Phillips (n) W. J. Tucker, Jr. (el)	Chas. Edwards
HUGO 5,272	News (e) 1,875 Sunday edition (S) 1,875	.03 .03	.025	(D) (UP) (†) (J) (148-109)	W. E. Schooler	Ed Bennett W. E. Schooler	Ed Bennett (ce-sp)	W. E. Schooler W. W. Biard (cm)	W. W. Biard W. E. Schooler (n) Gladys Redding (el)	C. O. Garner R. E. Schooler (j)
LAWTON 12,121	Constitution (e) 3,624 Sunday edition (S) 3,624	.03 .03	.025 .035	(D) (UP) (†) (J) (51)	Constitution Co., Inc.	N. Shepler	Frank Hall Carter Waid (sp) Frank Hall (Su)	F. B. Shepler (gm-bm) W. M. Patton (cm)	W. R. Rice W. M. Patton (el)	J. L. Ferguson
MANGUM 4,806	Star (e) 2,538	.03	.025	(I) (UP,CP) (†) (J) (none)	D. O. Vandivier, Pres.	J. O. Tuton (ms)	J. O. Tuton	L. J. Miner R. A. Goad (cm)	L. J. Miner Anne Miller (el)	Burnell Watt H. Smith (j)
MAUD 3,500	Enterprise (e) 2,000	.03	.021	(I) (UP) (J) (51)	Richard Elam, Pres. F. B. Rigdon, Pub.	F. B. Rigdon	W. H. Cunningham	F. B. Rigdon (bm)	Virginia Rigdon F. B. Rigdon (n)	
McALESTER 11,814	News-Capital (e) 3,848 Sunday edition (S) 3,848	.03 .03	....	(I-D) (AP) (J) (51)	News-Capital Co. Fred G. Cowles, Pres.	Leon R. Calonkey		Fred G. Cowles J. L. Howe (cm)	Sherman M. Goss	Clyde Cullom
MIAMI 8,064	News-Record (e) 5,623 Sunday edition (S) 5,691	.05 .05	.043 .043	(I) (AP) (J) (81)	News-Record Pub. Co. Inc. J. A. Robinson, Pres.	C. M. Bartlett (ms)	H. B. Hutchison Herbert Dixon (sp)	C. M. Bartlett R. H. Brown (cm)	E. D. Cartledge	
MUSKOGEE 32,026	Phoenix (m) 10,968 Times-Democrat (e) 9,291 Combined daily (me) 20,259 Sunday edition (S) 11,782 Sunday & Evening (Se)	.... .10 .... .10	....	(I (AP,UP,INS) (E) (15)	Oklahoma Press Pub. Co. C. M. Bixby, Pres.	Joel A. Bixby Paul A. Bruner	W. T. Huff (ce-m) John A. Jameson (ce-e) Herman Schaden (sp-m) Curtis Huff (sp-e)	Joel H. Bixby (bm) Paul J. Schaefer (cm)	George R. Wheeler	
NEWKIRK 2,125	Reporter (e)	.011	....	(I) (J) (none)		D. M. Hamlin		J. E. Hamlin		
NORMAN 9,603	Transcript (e) 3,523 Sunday edition (S) 3,523	.035 .035	.035	(I) (UP) (†) (J) (109)	Transcript-Enterprise Pub. Co. Fred E. Tarman, Pres.	Fred E. Tarman	Roscoe Cate (ce-sp)	Fred E. Tarman Harold Belknap (bm) Alfred Sloan (cm)	T. E. Miller Harold Belknap (n-el)	H. W. McAnally H. Belknap (j)
NOWATA 3,531	Star (e) 2,185 Sunday edition (S) 2,185	.025 .025	....	(D) (UP) (J) (109)	J. T. Norton			J. T. Norton Miss V. Dodge (cm)		A. T. Walters
OKEMAH 4,001	Leader (e) 2,514 Sunday edition (S) 2,514	.03 .03	.025	(I) (UP) (†) (J) (51)	W. G. Strong	Brice Barnett	Jack McCord	W. G. Strong Hobart Armstrong (cm)	Ed Schnebly	HarryWasham
OKLAHOMA CITY 185,389	Okla. News (e) 54,362	....	....	(I) (UP) (†) (128)	Scripps-Howard Newspapers Oklahoma News Co. Carl C. Magee, Pres.	Carl C. Magee Robt. T. Fredericks	Grant McGee James Hopkins (sp)	Allan S. Waldo (bm) Robert H. McCoy (cm)	Charles A. Stallard Charles M. Neel (n) R. L. Weyher (el)	
	Oklahoman (m) 98,864 Times (e) 90,579 Combined daily (me) 189,443 Sunday edition (S) 110,432	.... .40 .35	....	(I-D) (AP,CP) (mer) (†) (J) (E) (68)	Oklahoma Pub. Co. E. K. Gaylord, Pub. & Pres.	E. K. Gaylord Walter M. Harrison	Jack Bell (ce-m) Larry Sisk (ce-e) Bus Ham (sp-m) C. W. Saulsbury (sp-e) R. G. Miller (Su)	E. K. Gaylord Edgar T. Bell (bm) M. W. Halmbacher(cm)	J. I. Meyersen John Hendrickson (n) R. J. Rhodes (el)	Bill Phillips

1932 SALES POSSIBILITIES

in the
OKLAHOMA CITY MARKET

Forecast by Oklahoma City's Rank Among America's Fifty Largest Cities » » »

OKLAHOMA CITY and its trade territory, where live 1,031,000 people, is a compact unit, untouched by any outside metropolitan newspaper, and dominated completely by the Oklahoma City trade influence.

From 90% to 95% of the farm implements, furniture, school supplies, building materials, radios, automobiles, tires and accessories, foods, and drugs sold in the State are distributed through Oklahoma City wholesalers and jobbers. The eighty largest firms among the city's 276 wholesalers travel more than 700 salesmen who help create Oklahoma City's wholesale volume of $268,000,000 a year. No community has a superior or more adequate distribution service than Oklahoma City. Seven railroads, radiating in 13 directions from the city, carry 164 passenger schedules and 50 freight schedules daily, the latter averaging 111 merchandise cars received and 158 forwarded. There are 112 passenger bus schedules daily and 65 class "A" truck lines operating in all directions out of Oklahoma City. Six airlines operate 14 schedules daily on 9 routes out of the city in addition to 6 mail and express schedules and 1 freight schedule.

The Oklahoma City Market offers advertisers exceptional sales opportunities ***now,*** which can be developed at ***one*** low advertising cost through an adequate schedule in the Oklahoman and Times.

Oklahoma City's Rank Among America's 50 Largest Cities In Wholesale Sales

Oklahoma City 43rd in Population 9th in South	Sales (000 omitted)	Rank in Sales 50 Cities	Rank in Sales 11 Southern Cities
Products			
Total Wholesale	268,937	28	6
Total Automotive	20,245	22	3
Autos and other Motor Vehicles	11,736	21	2
Tires and Tubes	5,526	19	3
Electrical Goods (Except Radios)			
Radios and Radio Equipment	4,726	18	2
Groceries	45,203	29	5
Tobacco Products	5,182	31	5
Drug and Drug Sundries	4,544	30	7
Furniture and House Furnishings	4,253	23	4
Machinery, Equipment, and Supplies	19,649	24	4
Farm Products	85,680	14	6

The **DAILY OKLAHOMAN**
OKLAHOMA CITY TIMES
OKLAHOMA FARMER-STOCKMAN *E Katz Special Agency* RADIOPHONE WKY *Representative*

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OKLAHOMA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
OKMULGEE	Times									
17,097	(m) 7,224	....	....							
	Democrat									
	(e) 3,017	....	....							
	Combined daily									
	(me) 10,241	.07	....	(I) (AP) (†) (68)	Times Pub. Co.	H. H. Horton Joe N. Croom	Luther J. Reed (ce-m) John B. Owen (ce-e) John Gerard (sp) Joe N. Croom (Su)	H. H. Horton J. T. Horton (cm)	C.H. Bryson L. G. Wilson (n) Edw. Tucker (cl)	E. S. Kyle
	Sunday edition									
	(S) 8,248	.07	....							
PAWHUSKA	Journal-Capital									
9,269	(e) 3,478	.04	.03	(I) (UP) (66)	Osage Newspaper Co. Rowland Blanc, Pub.	H. G. Funkhouser	H. G. Funkhouser (ce-sp)	Rowland Blanc Albert Mason (cm)	T. Mitchell Rowland Blanc (n) Mrs. J. D. Evans (cl)	Geo. B. Scott
	Sunday edition									
	(S) 3,478	.04	....							
PERRY	Journal									
4,206	(e) 1,847	.025	.025	(I) (UP) (J) (109)	Ira J. Williams, Pub. Perry Journal, Inc. Jas. H. Skewes, Pres.	Ira J. Williams O. B. Campbell	Bob Rodgers (sp)	Ira J. Williams	Virgil Sherrod	H. P. Jones
PONCA CITY	News									
16,136	(e) 6,646	.05	.047	(I) (AP,UP) (J) (51)	Clyde E. Muchmore, Pub. Ponca City Pub. Co. J. R. Muchmore, Pres.	Clyde E. Muchmore	Marion R. Cracraft Frank R. Muskrat (sp)	Clyde E. Muchmore C. C. Winner (cm)	John E. Bemis Sam H. Buskirk (n) Kathryn Smith (cl)	Harley R. Hayes J. E. Brewer (j)
	Sunday edition									
	(S) 6,646	.05	....							
SAPULPA	Herald									
10,534	(e) 3,355	.025	....	(I-R) (UP) (J) (none)	John W. Young	John W. Young Richard Caldwell	Richard Caldwell Henryetta Wills (sp)	John W. Young (bm) James H. Jones (cm)	E. Ted Olson Chester Miller (cl)	J. Ware Archer Chas. Wolfe (j)
SEMINOLE	News									
11,459	(m) 4,053	.042	.035	(D) (AP) (J) (28)	Seminole County News, Inc. W. S. Livingston, Pres.	W. S. Livingston J. G. Bennett	Vance Trimble (sp)	W. S. Livingston V. C. Cope (bm) O. E. Eggleston (cm)	Jno. T. Oxment	H. W. Hoffman
	Sunday edition									
	(S) 4,053	....	....							
	Producer									
	(e) 4,245	.04	.03	(I) (UP) (†) (J) (66-109)	Producer Pub. Co. James T. Jackson, Pub. & Pres.	James T. Jackson	Dan D. Rogers John Virden (sp)	James T. Jackson S. A. Jackson (bm) O. J. McDowell (cm)	F. W. Shaylor L. Blackburn (cl)	W. R. Jackson
	Sunday edition									
	(S) 4,245	.04	....							
SHAWNEE	News									
23,283	(m) 10,100	....	....							
	Star									
	(e) 3,350	....	....							
	Combined daily									
	(me) 13,450	.09	.07	(I) (AP,UP) (68)	Shawnee News Co. Oscar S. Stauffer, Pres.	Clyde Roseberry Thos. J. Steed	Bryan Roberts (ce-m) Newton VanZandt(ce-e) Bryan Roberts (sp) Ruth Robinson (Su)	Ray Stauffer (bm) Vernon Kelso (cm)	Clayton Finch Grace Druin (cl-m) Clayton Finch (cl-e)	E. J. Smith
	Sunday edition									
	(S) 10,500	.09	....							
STILLWATER	Press									
7,016	(e) 3,050	.03	.025	(I) (UP) (J) (109)	Hinkel & Son	Otis Wile	George H. Davis	John W. Hinkel Wm. S. Hinkel (cm)	Wm. S. Hinkel John P. Hinkel (n-cl)	Tom Howell
TULSA	Tribune									
141,258	(e) 63,349	.16	....	(I) (AP,UP,INS) (mer) (†) (132-46-140)	Tulsa Tribune Co. Richard Lloyd Jones, Pres.	Richard Lloyd Jones Victor F. Barnett	Hugh V. Haddock Gal. Wood (sp)	Arba J. Irvin (bm) C. B. McCauley	L. R. Malone J. C. Brandon (n) E. V. Willey (cl)	A.D.MacDiarmid(comp) J. A. Howes (stereo) E. P. Gaughan (press)
	Sunday edition									
	(S) 64,018	.16	....							
	World									
	(m) 73,147	.16	.12	(D) (AP,US) (†) (15)	Eugene Lorton	N. G. Henthorne	Manton L. Marrs B. A. Bridgewater (sp) Dick Maher (Su)	F. O. Larson L. W. McFetridge (cm)	R. A. Justus M. E. Elder (n) O. E. Millis (cf)	O. M. Harper
	Sunday edition									
	(S) 75,119	.16	....							
VINITA	Journal									
4,263	(e) 1,105	.03	....	(I) (UP) (J) (none)	East Okla. Pub. Co.	Francis E. Barden	Chas. Burckhalter (ce-sp)	Ernest J. Mendel Cleta Elliott (cm)	Paul O. Holt Bess Parks (n) Frances Stone (cl)	John Busey F. E. Barden (j)
WEWOKA	Times-Democrat									
10,401	(e) 4,449	.045	....	(I-D) (AP) (†) (J) (51)	Wewoka Pub. Co. Richard Elam, Pub. & Pres.	R. V. Peterson	Sam Vinly (ce-sp)	Richard Elam R. V. Peterson (bm) Verne Isley (cm)	Ralph Campbell R. V. Peterson (n) Margaret Davis (cl)	M. L. Heisler Giles Paine (j)
	Sunday edition									
	(S) 4,487	.045	....							
WOODWARD	Press									
5,056	(e) 2,519	.035	.035	(I) (UP) (†) (J) (none)	G. C. Lawrence	Clarence Paden		Marvin McFeaters (cm)	Meno Schoenbach	Jack Harrison Syd Oyler (j)

OREGON

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY	Democrat-Herald									
5,325	(e) 3,935	.04	.04	(I) (UP) (†) (99)	Democrat-Herald Pub. Co. W. W. Jackson & R. R. Cronise, Pubs. W. W. Jackson, Pres.	Thos. D. Potwin	W. C. Eakin Robert Marks (sp)	R. R. Cronise (bm) D. M. Rohrbough (cm)	F. S. Chambers R. R. Cronise (n) Mildred Johnston (cl)	Wm. Franklin
ASHLAND	Tidings									
4,515	(e) 1,856	.025	.025	(I) (UP) (†) (J) (99)	Ashland Ptg. Co., Inc. Mrs. Lillian Greer, Pres.	G. M. Green	Regina Johnson	G. M. Green Dolly Trask (cm)	J. G. Anderson G. M. Green (n-cl)	R. L. Lindner
ASTORIA	Astoria-Budget									
10,349	(e) 3,984	.04	.037	(I) (UP) (J) (99)	Astorian-Budget Pub. Co. E. B. Aldrich, Pres.	M. R. Chessman J. H. Cellars	Fred Andrus Tom Reeves (sp)	M. R. Chessman (gm-bm) John Verschueren (cm)	W. O. Quarles Miss H. S. Brown (n-cl)	Graham Chandler Paul Kraetsch (j)
	Messenger									
	(m) (New daily)	.03	.025	(I) (INS) (28-136)	Franklin Pub. Co. L. W. Hyde, Pres.	Samuel T. Hopkins	Walter Mattilla Jack Routh (sp)	S. T. Hopkins Harold Meisgeier (cm)	Herbert Armstrong Sam Clay (cl)	Charles Bay
	Sunday edition									
	(S)	.03	.025							
BAKER	Democrat-Herald									
7,858	(e) 2,346	.03	.03	(I) (AP) (none)	Baker Democrat-Herald Co., Inc. Lucien P. Arant & Bernard Mainwaring, Pubs. Lucien P. Arant, Pres.	Bernard Mainwaring	Klass Powell	Lucien P. Arant Mrs. A. Whitaker (cm)	Lucien P. Arant	Harold Wright
BEND	Bulletin									
5,845	(e) 2,922	.03	.03	(R) (UP) (J) (99)	Bend Bulletin, Inc. Henry N. Fowler, Pres.	Robert W. Sawyer	Remey M. Cox Phil F. Brogan (sp)	Robert W. Sawyer Henry N. Fowler (bm) Geo. C. Curtis (cm)	Frank H. Loggan J. R. Rowe (n) J. Sillery (cl)	Ralph Spencer
CORVALLIS	Gazette-Times									
7,585	(e) 2,419	.03	....	(R) (AP,UP) (J) (136)	Corvallis Gazette-Times Co. C. E. Ingalls, Pres.	C. E. Ingalls M. K. Myers (news)	B. S. Hutton (sp)	C. A. Sprague (bm) N. O. Taylor (office)		Geo. W. Turina H. F. Fisher (j)
EUGENE	News									
18,901	(m) (New daily)	.035	....	(UP) (99)		John W. Anderson(me)		E. Norman Purser		
	Sunday edition									
	(S)	.035	....							
	Register-Guard									
	(e) 12,741	.065	.04	(I) (AP,UP) (†) (117-53-10)	Guard Pub. Co. Alton F. Baker, Pub. & Pres.	Alton F. Baker Wm. M. Tugman	S. A. King Roy Craft (sp) Tom Potwin (Su)	Alton F. Baker (bm) G. S. Garner (cm)	Elmer P. Byrne K. H. Lawrence (n) Ruth Bede (cl)	J. E. Wells
	Sunday edition									
	(S) 12,668	.065	....							
GRANTS PASS	Courier									
4,666	(e) 2,308	.03	.03	(I-R) (AP) (J) (99)	A. E. Voorhies	Earle E. Voorhies	W. S. Trimble	A. E. Voorhies	Noble D. Stanton	I. B. Dawley J. R. Higginbotham (j)
KLAMATH FALLS	News									
16,095	(m) 3,149x	....	....							
	Herald									
	(e) 3,403x	....	....							
	Combined daily									
	(me) 6,552x	.05	.043	(I) (AP,UP) (99)	Herald & News Pub. Co. Eugene S. Kelty, Pub. Frank Jenkins, Pres.		Joe Pigney (sp)	Frank Johnson (cm)	Arundel Keane	Herbert Hemingson
	Sunday edition									
	(S) 3,269x	.05	....							
LA GRANDE	Observer									
5,600	(e) 2,542	.03	.022	(I) (AP) (99)	Observer Pub. Co. P. R. Finlay, Pub & Pres.	P. R. Finlay	Nolan Skiff	P. R. Finlay H. M. Finlay (bm) C. S. Paddock (cm)	H. M. Finlay Lenore Anderson (cl)	
MARSHFIELD	Coos Bay Times									
5,287	(e) 4,472	.05	.03	(I-R) (AP,UP) (mer) (†) (50-136)	Shelton F. Sackett	C. J. Gillette W. P. Webb	W. P. Webb Cyril Jasmin (sp)	C. J. Gillette Wm. Pickell (cm)	Ella Howard Walter Mackey (cl)	B. J. Klebe
MEDFORD	Mail-Tribune									
11,007	(e) 4,158	.035	.035	(I) (AP) (99)	Medford Ptg. Co. R. W. Ruhl, Pres.	R. W. Ruhl	E. C. Ferguson Arthur Perry (sp)	Edwin L. Knapp (bm) P. L. Lounsberry (cm)	H. C. Grey	A. F. Stennett
	Sunday edition									
	(S) 4,052	.035	....							
	News									
	(m) 4,583	.03	....	(I) (UP) (J) (46)	News Pub. Co. Llewellyn A. Banks, Pres.	Herbert Lundy (asso-ed)		J. A. Ladieu (bm) A. Ladieu (cm)		
	Sunday edition									
	(S) 4,583	.03	....							
OREGON CITY	Enterprise									
5,761	(m) 2,900	.03	.025	(R) (UP) (J) (99)	E. E. Brodie	H. C. Cartlidge	Pete Laurs J. B. Johnson (sp) Pete Laurs (Su)	C. F. Bollinger Carl Gregory (cm)	W. E. Hummell C. F. Bollinger (n) J. B. Johnson (cl)	G. J. Howell
	Sunday edition									
	(S) 2,892	.03	....							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OREGON Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl .Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PENDLETON	East Oregonian									
4,621	(e) 3,168	.03	.03	(I) (AP) (†) (J) (99)	East Pendleton Pub. Co. F. W. Lampkin, Pres.	E. B. Aldrich	Ralph Milsap F. E. Byers (sp)	F. W. Lampkin (bm) J. M. Dunning (cm)	L. E. Gibbs	F. L. Baker C. J. T. Larson (j)
PORTLAND	Journal of Commerce									
301,815	(m) 2,150	.07	.04	(I) (UP) (none)	Journal of Commerce H. G. Haugsten, Pres.	W. O. Silverthorne H. G. Haugsten	H. Perry	H. G. Haugsten J. W. Bushong (cm)	H. P. Drake	F. Oass
	News-Telegram									
	(e) 81,081	.18	....	(I) (UP) (mer) (†) (E) (55)	Portland News Pub. Co. Harry W. Ely, Pres.	Fielding Lemmon Lester Adams	Cecil Holloway B. M. Reed (cm)	Harry W. Ely (bm) P. C. Wicker (cm)	P. C. Wicker Phillip Fennelly (n) C. M. Owings (cl)	Guy Hoyt
	Oregon Journal									
	(e) 107,562	.22	.18	(I) (AP,UP,INS,CP) (mer) (†) (E) (118)	Journal Pub. Co. P. L. Jackson, Pub. & Pres.	B. F. Irving D. J. Sterling	A. L. Crookham George F. Berts (sp) C. T. Hoge (Su)	P. L. Jackson S. R. Winch (bm) David H. Smith (cm)	H. R. Failing Will F. Hessian (n) C. R. Ward (cl)	
	Sunday edition									
	(S) 132,436	.23	.19							
	Oregonian									
	(m) 104,029	.22	.145	(I-R) (AP,CDN,CT) (mer) (†) (E) (152)	Oregonian Pub. Co. O. L. Price, Pres.	Paul R. Kelty Ronald G. Callvert	John L. Travis L. H. Gregory (sp) Edward M. Miller (Su)	O. L. Price W. E. Hartmus (bm) E. P. Hopwood (cm)	F. H. McMahon J. A. Davidson (n) J. B. Twiford (cl)	David Foulkes
	Sunday edition									
	(S) 163,937	.29	.205							
ROSEBURG	News-Review									
4,321	(e) 3,852	.035	....	(I) (AP) (mer) (J) (99)	News-Review Co., Inc. Frank Jenkins, Pres.	Harris Ellsworth	Chas. V. Stanton	Harris Ellsworth Paul Jenkins (cm)	R. R. Wood Lois Byrd (cl)	G. C. Radabaugh
SALEM	Capital Journal									
26,266	(e) 10,066	.06	.04	(I) (AP,UP) (99)	George Putnam	George Putnam Harry N. Crain	Fred Zimmerman (sp)	George Putnam H. N. Yockey (bm) W. A. Scott (cm)	E. A. Brown Mary Arthurs (cl)	Frank Perry
	Oregon Stateman									
	(m) 6,590	.045	....	(R) (AP) (J) (50-136)	Sheldon K. Sackett	C. A. Sprague S. K. Sackett		C. A. Sprague Gus Hixson (cm)	R. H. Kletsing	
	Sunday edition									
	(S) 6,739	.045	....							
THE DALLES	Chronicle									
5,883	(e) 2,173	.03	.032	(R) (UP) (J) (99)	Ben R. Litfin	K. L. Hicks Ben R. Litfin	Hal Cuffel	Ben R. Litfin (bm-gm) L. M. Schassen (cm)	H. P. Davey	W. A. Salisbury

PENNSYLVANIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl .Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALLENTOWN	Chronicle & News									
92,563	(e) 16,893x	.05	.035	(I) (AP,UP,INS) (118)	John W. Stickle	Eugene T. Quinn	W. D. Reimert D. A. DeLong (sp)	John W. Stickle Geo. J. Grider (bm)	A. H. Frederick H. Kenneth Phifer (cl)	W. S. Readinger
	Call									
	(m) 38,446x	.12	.12	(I) (AP) (†) (E) (135)	Call Pub. Co. Royal W. Weiler, Pres.	Percy B. Ruhe Col. C. J. Smith	E. J. McGettigan Jos. McCarron (sp) John Y. Kohl (Su)	J. Harold Ryan (cm) P. W. Leisenring Royal W. Weiler (cm)	Chas. C. Curtis E. Y. Yoder (n) A. A. Bittner (cl)	Harry Sherman
	Sunday edition									
	(S) 30,411x	.12	.12							
	Leader									
	(e)	.025	....	(I) (INS) (133)	Geo. R. Roth	Geo. R. Roth				
ALTOONA	Mirror									
82,054	(e) 28,270x	.09	.07	(I) (UP,CP) (J) (none)	Mirror Ptg. Co. D. N. Slep, Pres.	H. L. Johnston	Elmer C. Ake H. S. Reifsnyder (sp)	D. N. Slep F. M. Hetrick (cm)	F. G. Pearce	D. O. Nelson A. Spencer (j)
	Tribune									
	(m) 11,287x	.06	.04	(R) (AP) (J) (7)	Times-Tribune Co. Henry W. Shoemaker, Pres. Theodore Arter, Jr., Pub.	Robert D. Price (me)	Robert Boyer Jas. Brantlinger	A. B. Crane Walter Gaenzle (bm) B. I. Levine (cm)	Williard Monroe Walter Gaenzle (n) Coleman Bart (cl)	Harry Fry A. B.Crane (j)
AMBRIDGE	Citizen									
26,227	(e) 3,369	.03	.025	(I-R) (INS,UP) (J) (73)	Citizen Ptg. & Pub. Co. F. R. McNees, Pres.	F. R. McNees	Clair Kinney Barron Bridges (sp)	F. R. McNees	E. F. Edwards	Enoch Koyner V. R. Arnold (j)
ARDMORE	Main Line Times									
73,000 (Ext. Main Line area)	(e) 4,180	.06	.045	(I) (UP) (73)	Main Line Daily Times, Inc. G. H. Cilley, Pres. & Pub.	Gordon H. Cilley Harold E. Reice	Joseph Thompson Herbert Good	John D. Scheuer J. P. Young (cm)	Edward S. Bowman	Bruce Whitlock
ASHLAND	News									
7,164	(e) 2,700	.03	....	(R) (UP) (J) (73)	Kyler Pub. Co.	Nolan Kyler		Nolan Kyler		
BANGOR	News									
5,824	(e) 1,426	.025	....	(I) (J) (73)	W. R. Grubb, Est.	W. E. Grubb	Foster Piper (sp)	W. E. Grubb	W. E. Grubb (n)	James Threfall W. Honey (j)
BEAVER	Times									
5,065	(e) 5,604	.04	.03	(I-R) (UP) (73)	Daily Times Co. E. L. Freeland, Pres.	E. L. Freeland	W. W. Anderson (sp)	E. L. Freeland S. J. Bruce (cm)	W. T. Dentzer M. F. McBrier (n)	R. N. Nulton
BEAVER FALLS	News-Tribune									
17,145	(e) 8,416	.04	.035	(I-R) (AP) (J) (17)	Tribune Pub. Co. John L. Stewart, Pres.	H. O. Boettner (me)	Jack Henry (sp)	James H. March John S. McLean (cm)	James H. March (n)	R. N. Johnston (j)
BERWICK	Enterprise									
12,674	(e) 3,672	.03	....	(I) (UP) (60)	R. L. Harder & R. E. Eyerly	R. L. Harder		R. E. Eyerly (cm) C. A. Laubach (cm)	R. E. Eyerly	
BETHLEHEM	Globe-Times									
57,773	(e) 15,760	.07	.07	(I) (AP,INS) (J) (64)	Globe Pub. Co., Inc. W. A. Wilbur, Pres.	H. B. Farquhar		J. M. Litsch (bm) J. G. Williams (cm)	L. C. Atwood W. C. Wannemacher (n) L. C. Horn (cl)	E. D. Rice (j)
BLOOMSBURG	Press									
34,735	(m) 7,659	.045	....	(I) (AP) (73)	Vanderslice & Eyerly	Paul R. Eyerly		C. T. Vanderslice (bm) Ray Eyerly (cm)		J. H. Werkheiser
BRADDOCK	News-Herald									
19,332	(e) 5,057	.05	....	(I-R) (INS,UP) (J) (73)	Clark Kelly	I. I. Smith		Clark Kelly C. W. Ellerman (cm)	J. R. Dougherty (n)	
BRADFORD	Era									
19,366	(m) 5,372	.04	.032	(I) (AP) (73)	Era Pub. Co. C. G. Milligan, Pres.	D. B. Rupley	M. R. Fiscus J. W. Nelson, Jr. (sp)	C. G. Milligan M. R. Hyland (cm)	W. E. Eysinger C. G. Milligan (n) G. Burns (cl)	T. E. Hoskins
	Star & Record									
	(e) 5,653	.016	....	(R) (INS) (none)	Star Pub. Co. R. P. Habgood, Pres. & Pub.	R. P. Habgood		R. P. Habgood		
BRISTOL	Courier									
11,600	(e) 3,110	.045	....	(R) (INS) (J) (60)	Bristol Ptg. Co.	S. D. Detlefson		S. D. Detlefson Mrs. Elizabeth Tolen (cm)	Maxwell J. Gordon Mrs. Russell Johnson (cl)	Arthur J. Markey
BROWNSVILLE	Telegraph									
12,500	(e) 8,147	.05	.042	(R) (AP) (J) (73)	Brownsville Pub. Co. J. M. Hickerson, Pres. A. E. Hickerson, Pub.	E. J. Tilton	John Matta, Jr.	A. E. Hickerson Walter Catterall (bm) S. M. Burns (cm)	M. F. DeShong	Louis Seach Paul Mardorff (j)
BUTLER	Eagle									
20,078	(e) 11,058	.04	.035	(R) (UP) (none)	Eagle Ptg. Co., Inc. B. L. Wise, Pub.	John Laing Wise	John Laing Wise	Vernon L. Wise	Vernon L. Wise	
CANONSBURG	Notes									
12,558	(e) 3,103	.03	.025	(I) (UP) (J) (73)	Notes Ptg. & Pub. Co. John L. Stewart, Pres.	Geo. A. Anderson		James W. P. Hart		A. E. Cowger (j)
CARBONDALE	Leader									
20,061	(e) 5,437	.04	.035	(I-R) (J) (73)	F. T. Gelder	F. T. Gelder G. W. Smithing	W. H. Conaughton Roy D. Lewis (sp)	C. J. Arnold (cm)	Chas. Grosvenor	Chas. Hauenstein L. E. Blake (j)
CARLISLE	Sentinel									
12,596	(e) 4,048	.04	....	(D) (UP) (J) (64)	Sentinel Co.	Allan D. Thompson	Roger Steck (sp)	J. Vance Thompson	Lester L. Day	M. R. Gearhart
CHAMBERSBURG	Public Opinion									
13,788	(e) 6,692	.045	....	(I-R) (AP) (38)	Public Opinion Co. D. E. Long, Pres.	Ross K. Gilbert	Chas. R. Nicklas Jos. R. Crist (sp)	Herbert S. Foltz (bm) C. M. Venable (cm)	Stuart L. Brown	Norman J. Gabler
CHARLEROI	Mail									
11,260	(e) 2,684	.03	....	(R) (INS) (J) (73)	Mail Pub. Co., Inc. H. E. Price, Pres.	H. E. McCamic	Robert Wiper Harry Barnett (sp)	H. E. Price	S. R. Robinson	Ed Moffitt
CHESTER	Times									
60,164	(e) 21,372	.08	.08	(R) (UP,INS) (J) (135)	Chester Times Co. Chas. R. Long, Pres.	Chas. R. Long James A. F. Glenney	Samuel M. Burke Joseph Trout (sp)	Charles L. Long Fred'k. R. Long (bm) Harry W. Cullis (cm)	Fred'k. R. Long Drayton Rhodes (cl)	Harry W. Cullis Harold G. Smith (j)
CLEARFIELD	Progress									
6,221	(e) 5,540	.045	.03	(R) (UP) (J) (73)	Progressive Pub. Co. R. H. Sommerville, Pres.	G. A. Stewart	C. A. Shaw H. Hile (sp)	G. A. Stewart W. C. Plummer (cm)	R. S. Nightingale	A. M. Bruand R. L. Miller (j)
COATESVILLE	Record									
14,585	(e) 6,687	.035	....	(R) (AP) (60)	C. H. Heintzelman	C. H. Heintzelman	F. B. Manship W. P. Wood (sp)	J. Higgins (cm)	E. J. Long	Paul Donahue
COLUMBIA	News									
11,750	(e) 3,642	.03	.029	(I) (UP) (J) (60)	W. E. Crist Estate Ida C. Crist, Pub.	S. S. Crist	Charles Gable Harold Kauffman (sp)	S. S. Crist Nancy C. Crist (bm) Charles Stair (cm)	Nancy C. Crist S. S. Crist (n)	J. Willy Samuel Klair (j)
CONNELLSVILLE	Courier									
13,290	(e) 6,929x	.05	.042	(R) (INS,UP) (73)	Courier Co., Inc. J. J. Driscoll, Pres.	J. L. Gans (me)	W. S. Stimmel J. M. Driscoll (sp)	J. J. Driscoll J. Wylie Driscoll (bm-cm)	J. Wylie Driscoll R. A. Donegan (n) C. R. Driscoll (cl)	
CORRY	Journal									
7,182	(e) 2,836	.03	.03	(I-D) (UP) (J) (73)	Arthur Colegrove	Arthur Colegrove W. P. Lombard	W. P. Lombard	Arthur Colegrove K. McMahon (bm) Thelma King (cm)	H. M. Hall	Thos. Burkhardt

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DANVILLE	News									
7,125	(m) 2,834	.03	.025	(I) (UP) (J) (73)	F. P. Angle & Reed McCarty.	Reed McCarty	Henry Lowery Wm. Shults (sp)	F. P. Angle (bm) Perce Moyer (cm)	E. P. Angle	George Miller
DONORA	Herald-American									
26,218	(e) 5,275	.04	.035	(R) (AP) (J) (73)	Herald-American, Inc. Will H. Watson, Pres.	Will H. Watson Edwin J. McKay	Edwin McKay Wm. Goggins (sp)	Will H. Watson K. Hageman (cm)	Will H. Watson (n)	J. H. Wilson
DOYLESTOWN	Intelligencer									
4,862	(e) 4,812	.035	.025	(R) (INS) (J) (60)	Intelligencer Co. Joseph R. Grundy, Pres.	Geo. S. Hotchkiss Oscar O. Bean	A. R. Thomas (sp)	Oscar O. Bean Theodore Fritschie (cm)	Geo. F. Smith	Wm. G. Anderson C. H. Selmer (j)
DU BOIS	Courier									
11,595	(m) 6,670	....	....	(R) (UP) (J) (73)	Gray Ptg. Co.	W. B. Ross (m)				
	Express (e) 3,420	....	....	(D) (UP) (J) (73)	Harold T. Gray, Pres.	Jason S. Gray (e)	Frank I. Gillung	L. F. Mohney (cm)	L. F. Mohney	Harold T. Gray (j)
	Total Daily (me) 10,000	.06	.036							
EASTON	Express									
34,468 (city) 67,923 (carrier limits)	(e) 34,894	.12	.10	(I) (AP,UP,INS) (mer) (†) (70).	Easton Pub. Co. H. J. Steel, Press.	J. H. McGrath	John C. Merrill Chas. A. Reilly (sp)	J. E. Stackhouse (bm) Paul McPeek (cm)	A. M. Umholtz A. R. Pepper (n) Edgar Bossard (cl)	W. P. Wilt
EAST STROUDSBURG	Sun									
6,099	(e) 2,836	.03	.015	(I) (AP) (mer) (73)	Morning Sun Co., Inc. Edgar M. Lazarus, Pres.	James H. Eagle	Horace Heller	Edgar M. Lazarus John J. Callaghan (cm).	Andrew J. Gelinas Edgar M. Lazarus (n) Howard Bartles (cl)	George Forster
ELLWOOD CITY	Ledger									
12,323	(e) 3,000	.03	.028	(I-R) (UP) (40)	Citizens Ptg. & Pub. Co. Will C. Kegel, Pub.	W. F. Kegel	W. F. Kegel Charles Cox (sp)	Will C. Kegel James Dickey (cm)	Harold Burns	
ERIE	Dispatch-Herald									
118,821	(e) 37,928	.09	....	(I) (AP) (*S) (†) (42)	Record Pub. Co. Chas. H. Strong, Pres.	A. J. Wurzbach E. C. Dalton	Ray Peebles (sp)	A. J. White	A. W. Stark H. Waterman (local) H. Seifert (cl)	Peter Leosch
	Sunday edition (S) 22,032	.09	....							
	Times (e) 33,976	.09	.064	(R) (UP,INS) (†) (68)	Times Pub. Co. John J. Mead, Sr., Pres. & Pub.	John J. Mead, Jr.(me)	Charles Wells J. C. Martin (sp)	John J. Mead, Sr. George J. Mead (bm) N. J. Gingenbach (cm)	R. D. Daley W. Becker (cl)	F. C. Johannesen
FRANKLIN	News-Herald									
10,254	(e) 6,582	.045	....	(R) (UP) (J) (141)	News-Herald Ptg. Co. W. W. Bleakley, Pres.	James A. Murrin Jas. B. Borland	R. A. Ludwig O. H. Graham (sp)	Wayne H. Bleakley George A. Fahey (bm) F. M. Bowser (cm)	Geo. A. Fahey	Robt. McCracken A. E. Mowrey (j)
GETTYSBURG	Times									
5,584	(e) 5,190	.03	.03	(I) (AP) (†) (J) (38)	Times & News Pub. Co. S. G. Spangler, Pres. Herbert L. Grimm, Pub.	Herbert L. Grimm		Herbert L. Grimm Rhoda Breighner (cm).	Carl Baum Paul Ramer (n) Donald Bream (cl)	Bert G. Shook
GREENSBURG	Review									
22,133	(m) 5,623	....	....	(R) (AP) (J) (20)	Tribune-Review Pub. Co.	E. Arthur Sweeny	Sam George (m) Walter Lunnen (sp-m). E. H. Derby (e) Robert Hunter (sp-e)	Robert B. Herbert(bm) Wm. Klingensmith (cm)	J. Floyd Kuhns William Hohn (cl)	Frank E. Seifert George E. Berry (j)
	Tribune (e) 5,648	....	....	(R) (UP) (J) (20)						
	Total Daily (me) 10,671	.06	....							
GREENVILLE	Record-Argus									
8,633	(e) 4,297	.035	....	(I-R) (AP) (73)	John L. Morrison	John L. Morrison				
HANOVER	Sun									
11,803	(e) 14,920	.07	....	(I) (AP) (J) (64)	Evening Sun Co. H. D. Sheppard, Pres.	C. H. Meredith H. B. Hostetter	T. Y. Cooper Edward Wallace (sp)	C. H. Meredith (bm)	J. Y. Yingling	J. H. Dillow
HARRISBURG	Patriot									
85,428	(m) 17,883	....	....	(I-D) (AP,US) (70)	Patriot Co.	Dean Hoffman		R. M. H. Wharton Chas. H. Morrison (bm) D. Fair (cm)	H. E. Moyer	E. B. Wharton
	News (e) 61,777	....	....	(I-D) (UP,INS) (E) (70)						
	Total Daily (me) 79,660	.16	....							
	Sunday Courier (S) 6,029	.06	....	(R) (INS) (J) (none)	Leon Lowengard			Leon Lowengard		
	Telegraph (e) 46,033	.11	.105	(R) (AP) (J) (E) (135)	Telegraph Ptg. Co. E. J. Stackpole, Sr., Pres.	G. M. Steinmetz Bion C. Walker	Ralph Schraedly Wellington G. Jones (sp)	A. R. Michener R. C. Gohl (cm)	A. P. Davies N. S. Rounsley (n) H. C. Stone (cl)	L. H. Butler Wm. Naugle (j)
HAZLETON	Plain Speaker									
44,075	(e) 11,122	....	....	(I) (AP) (60)	J. R. Dershuck and Henry Walser			J. R. Dershuck and Henry Walser		
	Standard-Sentinel (m) 10,540	....	....							
	Total Daily (me) 21,662	.07	....							
HOMESTEAD	Messenger									
20,156	(e) 4,969	.035	.03	(I-R) (INS) (†) (J) (40)	Messenger Pub. Co. H. P. Wiggins, Pres.	Bert F. Kline	C. R. Kramer John Sullivan (sp)	Bert F. Kline J. L. Cunningham (cm)	C. P. Crowe E. W. Owston (n) P. Mattern (cl)	E. Johnson C. R. Myles (j)
HUNTINGDON	News									
7,591	(e) 6,124	.045	.039	(R) (UP) (J) (73)	Joseph F. Biddle	John H. Biddle E. Blair Share	Wm. K. Uhrichs	Joseph F. Biddle M. Elisabeth Biddle(cm)	E. H. Yenter Sarah J. Biddle (cl)	Geary Bunn
INDIANA	Gazette									
10,555	(e) 10,300	.06	....	(R) (INS, UP) (J) (73)	Indiana Ptg. & Pub. Co. R. N. Ray, Pres.	R. H. Ray	Frank M. Smith	R. H. Ray B. Dwight Ray (bm) John Woods (cm)	N. DeWitt Ray	P. C. Woolweaver
JEANNETTE	News-Dispatch									
15,167	(e) 3,798	.05	....	(R) (UP) (J) (73)	Jeannette Pub. Co.	C. M. Bomberger	Edgar Henry	C. M. Bomberger Geo. H. Scruton (bm).	Geo. H. Scruton Wm. J. Snedden (cl)	N. C. Griffith
JERSEY SHORE	Herald									
5,874	(e) 2,137	.025	.02	(I) (UP) (J) (73)	Herald Pub. Co. L. M. Goodman, Pres.	Richard H. Yohe		Richard H. Yohe F. L. Hersker (cm)	Richard H. Yohe	James Thompson
JOHNSTOWN	Democrat									
66,993	(m) 22,664	.06	.036	(I-D) (AP) (J) (118)	Democrat Co., Inc. Georgia C. Bailey, Pres.	Warren Worth Bailey II J. A. Blough	Pat Malloy (sp)	F. J. Studeny Al F. Pfarr (cm)	S. Steele Crissman	Paul Adams F. J. McMullen (j)
	Tribune (e) 31,548	.10	....	(R) (UP) (17)	Tribune Pub. Co. Walter W. Krebs, Pres.	Walter W. Krebs J. C. Murphy	L. B. Ashcom Geo. S. Cooper (sp)	W. A. G. Lape	J. Wilbur Werry	W. A. McCall
KANE	Republican									
6,230	(e) 2,958	.0255	.025	(R) (INS) (73)	Republican Co. G. Scott Smith, Pres.	G. Scott Smith Graydon F. Smart	John Cliff	G. Scott Smith Wm. C. Collinge (bm) Gustav Norgren (cm)	M. M. Fessenden (n)	
KITTANNING	Simpson's Leader-Times									
10,068	(e) 6,562x	.04	....	(I) (UP) (J) (64)	Simpson's Pub. Co.	Clare A. Berger Corbin W. Wyant	Clare A. Berger Kenneth Speer (sp)	Corbin W. Wyant Frank M. Shubert (bm-cm)	Frank M. Shubert Lula B. Van Dyke (cl).	
LANCASTER	Intelligencer-Journal									
88,726	(m) 20,185	....	....	(D) (AP,UP) (mer) (†) (J) (12).	Lancaster Newspapers, Inc. J. Hale Steinman, Pres. J. Hale Steinman and John F. Steinman, Pubs.	J. Hale Steinman (m). A. E. McCollough(me-m) Elmer Curry (e) John H. Carter (me-e)	Earl E. Keyser (m) F. M. Martin (sp-m) H. C. Brubaker (e) C. E. Netscher (sp-e) J. Thomas Barber (Su).	I. Z. Buckwalter Henry C. Carpenter (bm) John H. Kuntz (cm)	I. Z. Buckwalter, Adv. Dir. I. G. Shenk (local) E. H. Levan (n) W. S. Webster (cl)	M. L. Detwiler John W. Rollman (j)
	New Era (e) 30,931	....	....	(R) (AP,UP,INS) (mer) (†) (J) (12)						
	Total Daily (me) 51,116	.17	....							
	Sunday edition (S)	.10	....							
LANSDALE	North Penn Reporter									
8,370	(e) 4,261	.04	....	(I) (73)	Equitable Pub. Co. H. O. Williams, Pres. Walter L. Sanborn, Pub.	George W. Knipe	Paul Zecher (sp)	W. L. Sanborn (bm)	David Knipe Forrest Moyer (cl)	Floyd Madtes
LANSFORD	Record									
11,331	(e) 3,779	.025	.021	(I) (AP) (J) (73)	D. G. Watkins	V. J. Dougherty	V. J. Dougherty Edward T. Kilden (sp).	V. J. Dougherty John L. Boyle (cm)	F. W. Rutty	Chas. Connahan W. D. Watkins (j)
LATROBE	Bulletin									
10,833	(e) 5,456	.04	....	(I-R) (UP) (J) (60)	Latrobe Ptg. & Pub. Co. Thos. M. Whiteman, Pres.	Thos. M. Whiteman	R. S. McConnell	Harry J. Whiteman	R. E. Marriott	L. Baughman and C. R. Banks R. W. Stouffer (j)
LEBANON	News-Times									
25,561	(e) 11,123	.05	.045	(R) (AP) (J) (135)	News Pub. Co. John K. R. Schiopp, Pres.	Henry L. Wilder	J. Herbert Manbeck Lou Hoy (sp)	John K. R. Schropp Aaron Stager (cm)	John K. R. Schropp H. I. Heffley (cl)	Samuel D. Evans
	Report (e) 4,709	....	....	(I-R) (INS) (J) (73)	Report Pub. Co. William R. Mark, Pub.	William R. Mark	Mark Peiffer (sp)	William R. Mark Samuel A. Wolf (cm)	Wm. L. Brunner Emilie Louser (n) Naomi Harts (cl)	Morris Fisher Samuel Martin (j)
	With Associated Weeklies (e) 7,861	.035	.035							
LEHIGHTON	Leader									
6,500	(e) 2,201	.025	.025	(I) (INS) (J) (73)	Guy V. Morthimer	Guy V. Morthimer			Guy V. Morthimer (n)	Frank P. Heilman L. G. Carpenter (j)

(*Continued on page* 84)

A GREAT MARKET Economically Covered

WITHIN the city limits of Philadelphia are 459,629 families, 1,950,960 persons. In the suburbs and elsewhere in Philadelphia's Metropolitan Area, as defined by the United States Census Bureau, there are 213,378 additional families, 896,188 more people, who help to make Philadelphia a great market—the third largest in America.

In nearly fifty thousand retail stores these 2,813,682 persons spend an annual total of $1,589,471,601—an average of $564.90 for every man, woman and child. Their retail purchases are large because their incomes are good—37.12 per cent. higher than the national average. And they still have left more than three-quarters of a billion dollars for other purchases, for homes, for investments, for savings.

Philadelphia is a great distributing center as well as a great retail market. In one year the 4,358 wholesalers in the city distributed merchandise, materials and supplies valued at $2,265,489,053.

And metropolitan Philadelphia's 6,717 industries are paid $2,785,371,931 annually for goods produced by 346,380 workers!

In Philadelphia sales opportunities are great and advertising and selling costs are low. The Evening Bulletin covers 91 per cent. of Philadelphia's homes. Its circulation was 558,184 net paid daily in 1931. All without premiums or circulation contest.

Its advertising cost is 65 cents an agate line, $1.16 per milline. A little comparing proves that this is the lowest cost in years, that it is far lower than the cost of any other great newspaper.

Buying power, coverage, concentration, low cost—factors which produce *profitable* sales—all are available in Philadelphia, through The Evening Bulletin.

THE EVENING BULLETIN

ROBERT McLEAN, *President*
WILLIAM L. McLEAN, Jr., *Vice President & Treasurer*

PHILADELPHIA

New York Office . . . 247 Park Ave.
Chicago Office . 333 N. Michigan Ave.

Detroit Office . 321 Lafayette Boulevard
San Francisco Office . . 5 Third Street

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 00	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LEWISTOWN 13,357	Sentinel (e) 7,175	.045	....	(I) (INS) (J) (64)	Sentinel Co., Inc. Walter Fosnot, Pres.	Meredith Meyers	J. Martin Stroup Richard S. Ruble (sp)	Walter Fosnot M. J. Shunkweiler (bm) D. W. Notestine (cm)	Mrs. Lois Wian M. J. Shunkweiler (n)	W. V. Hetrick J. E. Thompson
LOCK HAVEN 9,669	Express (e) 3,125	.03	.02	(I) (AP) (73)	Express Ptg. Co. Frank D. O'Reilly, Pres.	R. F. Gross	C. E. Oberheim John Wynne (sp)	Frank D. O'Reilly Harry Decker (cm)	Frank D. O'Reilly	Fred S. Painter
McKEESPORT 54,632	News (e) 16,529x	.065	....	(I) (UP) (73)	Daily News Pub. Co.	W. D. Mansfield	D. M. Parker	Robt. J. Kurtz (cm)	W. Z. McGrew L. M. Dingledein (n) T. J. Whalen (cl)	B. W. Ellis
MAHANOY CITY 34,568	Record-American (e) 6,042	.04	.03	(R) (UP) (J) (73)	American-Tribune Pub. Co. J. H. Kirchner, Pres.	J. H. Kirchner	James Carrick Russ Green (sp)	D. B. Davies		C. Brandauer
MAUCH CHUNK 8,000	Times-News (e) 3,967	.03	....	(I) (INS) (J) (73)	James J. Boyle	J. J. Boyle	Jos. Boyle (sp)	G. M. Boyle (bm)	G. M. Boyle (n)	Wm. Conway (j)
MEADVILLE 16,698	Tribune-Republican (m) 5,928x	....	....	(R) (AP) (J) (64)	Tribune Pub. Co. W. I. Bates, Pres.	Walter Irving Bates Capt. H. S. Phillips	Charles B. Menold C. W. Johnson	Walter Irving Bates Edward Irving Bates (bm)	Edward Irving Bates Donald Gapp (cl)	H. B. Klingensmith
	Republican (e) 2,031x	....	....							
	Total Daily (me) 7,959x	.05	.03							
MECHANICSBURG 5,654	Local News (e) 1,350	.029	....	(R) (J) (none)	J. A. Bushman Co. J. A. Bushman, Pres.	A. H. Imhof Richard G. Miller	W. H. Wilson (sp)	J. A. Bushman	J. A. Bushman	L. J. Bushman
MIDDLETOWN 6,085	Journal (e) 1,421	.025	....	(R) (J) (38)	H. B. Fox	H. B. Fox		H. B. Fox E. Graybill (cm)	H. B. Fox (n)	J. H. Fox
MILTON 8,552	Standard (e) 4,314	.03	....	(I) (UP) (J) (73)	Standard Ptg. Co. Penn G. Hastings, Pres.	F. G. Hastings (me)		Penn G. Hastings		
MONESSEN 20,260	Independent (e) 3,205	.03	.016	(I) (UP) (J) (73)	H. R. Pore	H. R. Pore	Frank G. Lane	Harry R. Pore Lee J. Roberts (cm)		G. C. Diehl Donald Summers (j)
MONONGAHELA 21,529	Republican (e) 2,610	.03	....	(I) (UP) (J) (73)	Monongahela Pub. Co. Robt. H. Robinson, Pres.	Floyd M. France		John T. Robinson L. C. Healey (cm)	L. C. Healey	James Keenan (j)
MOUNT CARMEL 17,967	Item (e) 5,775	.04	.04	(I) (UP) (J) (73)	Mt. Carmel Item, Inc. W. P. Kemble, Pres.	W. P. Kemble	John H. Latshaw	W. P. Kemble John Foley (cm)	Stephen A. Milo	R. J. Howells H. L. Anthony (j)
NEW CASTLE 48,705	News (e) 15,479x	.075	....	(R) (INS) (73)	News Co., Inc.	Fred L. Rents (me)	Geo. W. Conway Edw. H. Fritz (sp)	Jacob F. Rents	Jacob F. Rents	
NEW KENSINGTON 16,762	Dispatch (e) 5,600	.035	.03	(R) (UP) (J) (7)	Dispatch Pub. Co. J. McK. Kennedy, Pres.	M. P. Endean Ed. R. Peay	Lester Lowman J. A. Smith, Jr. (sp)	Ed. R. Peay R. J. Barron (cm)	John T. Endean Mrs. F. Wolfe (cl)	P. F. Powell
NORRISTOWN 36,450	Register (e) 5,426	.025	....	(I-R) (J) (73)	Samuel M. Rosenthal	Samuel M. Rosenthal	S. B. Griffith Harry Woodman (sp)	S. M. Rosenthal Edward McGinley (cm)	L. T. Wandress Donald T. Wrenn (cl)	J. C. Templin John L. Hanna (j)
	Times-Herald (e) 15,479	.06	.04	(R) (INS) (J) (12)	Herald Ptg. & Pub. Co. Ralph Beaver Strassburger, Pres.	Walter A. Wilson	W. D. Cressman (sp)	John C. Dye (bm) R. E. Stickler (cm)	Howard C. Berky John C. Dye (n)	L. F. Magee (j)
OIL CITY 22,075	Blizzard (e) 4,408	.03	....	(I) (INS) (J) (73)	Blizzard Pub. Co.	C. F. Halderman		C. F. Halderman (bm) C. C. Burns (cm)		D. B. Curran
	Derrick (m) 7,830x	.05	.036	(R) (AP) (J) (65)	Derrick Pub. Co. Edward R. Boyle, Pres.	John O'Donnell Leon H. Walter	Jas. N. Blissell M. J. Rich (sp)	John O'Donnell Thos. J. Moran, Jr. (cm)	Roy Brower	Jos. S. Nelson F. B. Ward (j)
PHILADELPHIA 1,950,961	Bulletin (e) 552,281	.65	.65	(I-R) (AP) (E) (144)	Bulletin Co. Robert McLean, Pres. & Pb.	Fred Fuller Shedd William B. Craig	Charles Israel	William Simpson (bm) R. L. McLean (cm)	William Simpson F. M. Bechtel (cl)	Frank Smith
	Financial Journal (e)	.10	....	(I)	Philadelphia News Bureau, Inc.	H. W. Bartlett		W. A. Dailey		
	Inquirer (m) 244,146	.50	.50	(I-R)(AP,NYHT) (*S) (E)(21-121-43)	Phila. Inquirer Co. Cyrus H. K. Curtis, Pres.	Charles H. Heustis John T. Custis	R. C. Moorhead S. O. Grauley (sp) H. B. Nason (su)	John C. Martin George G. Steele (bm) John L. Young (cm)	George G. Steele Gordon F. Chelf (n) Wm. H. Hershey (cl)	Joseph Clapham
	Sunday edition (S) 459,834	.75	.75							
	News (e) 198,095	.35	.24	(I-R) (UP,INS) (90)	Macfadden Newspapers Corp. Bernarr Macfadden, Pres. Lee Ellmaker, Pub.*	J. H. Keen T. Von Zeikursch	J. H. Lambert T. Von Ziekursch (sp)	Lee Ellmaker J. E. Lee (cm)	J. C. Marscher T. J. Young (n)	W. I. Seltzer
	Public Ledger (m) 111,762	.45	....	(I-R) (AP) (*S) (†) (J) (E) (21-111-43)	Curtis-MartinNewspapers,Inc. Cyrus H. K. Curtis, Pres.	C. M. Morrison S. S. Schwab (me-m) J. J. McLaughlin (me-e)	H. Elliott (m) J. P. Pedigo (e) J. S. McGlynn (sp) C. W. Duke (Su)	John C. Martin Gordon F. Chelf (n)	George G. Steele Gordon F. Chelf (n) Frank L. Crafft (cl)	Joseph Clapham Charles Githen (j)
	Public Ledger (e) 196,281	.45	....							
	Total daily (me) 308,045	.65	....							
	Sunday edition (S) 400,216	.75	....							
	Record (m) 141,137	.35	....	(I) (AP,UP) (†) (J) (E) (86)	J. David Stern	J. David Stern Harry T. Saylor	T. P. O'Neill James B. Gantz (sp) C. K. McCaleb (Su)	Jacob Omansky N. H. Wagner (n) E. J. Woodward (cm)	N. H. Wagner (n) C. M. Lafferty (cl)	B. L. Brill
	Sunday edition (S) 187,025	.35	....							
	Star (e)	.10	....	(R) (J) (none)	Starr Ptg. Co. Frank H. Martin, Pub.	Henry S. Richardson	Carl S. Lorine Edgar M. Giles (sp)	Frank H. Martin	Augustus Oechsner	Robert L. Lewis
	Sunday Transcript (S) 61,554	.15	.15	(I-R) (none)	Clement H. Congdon	Clement H. Congdon		A. B. Clarke E. C. Jones (cm)	D. Dash	W. Wallace Long
PHILIPSBURG 4,000	Journal (e) 2,110	.011	....	(I) (INS) (J) (none)	W. T. Bair	W. T. Bair				J. E. Bair
PHOENIXVILLE 22,075	Republican (e) 3,087	.035	....	(R) (AP) (J) (73-104)	Phoenixville Pub. Co.	E. J. Breece		E. J. Breece S. H. Umstad (cm)	S. H. Umstad	C. E. Albert
PITTSBURGH 669,817	Post-Gazette (m) 222,313	.45	.33	(I) (AP,NYT,UP,US,CT) (12)	Post-Gazette Pub. Co. Paul Block, Pres. & Pub.	Oliver J. Keller W. U. Christman	Joseph Shuman Havey Boyle (sp)	Oliver J. Keller R. Kent Hanson (bm) Ray Foudray (cm)	R. Kent Hanson, Adv. Dir. Adolph Frey (local) W. M. Manning (n) W. S. Campbell (cl)	Harry B. Adsit
	Press (e) 179,260	.40	.27	(I) (UP) (*S) (†) (E) (128)	Press Pub. Co. H. C. Milholland, Pres.	Edward T. Leech Ned Doyle	Lawrence J. Fagan Chester Smith (sp) V. D. Sweeney (Su)	Frank T. Morrison (bm) Walter R. Rauck (cm)	D. Allyn Garber, Adv. Dir. H. E. Perkins (n) J. McGovern (cl)	Fred C. Hudson
	Sunday edition (S) 251,121	.45	.27							
	Sun-Telegraph (e) 161,675	.40	.26	(I) (AP,INS,US) (*S) (†) (12)	Pitt Pub. Co. W. R. Hearst, Pres. H. M. Bitner, Pub.	Dwight Fee (me)	Alex Zaner Harry Keck (sp) Harold Dietrich (Su)	H. M. Bitner B. W. Bloom (cm)	F. A. Weston Adv.Dir. A.C.Rankin Asst.Ad.D. J. Lee Austin (n) George Foster (cl)	W. I. Goss
	Sunday edition (S) 323,223	.55	.355							
PITTSTON 63,000	Gazette (e) 5,172	.035	....	(R) (UP) (J) (60)	W. J. Peck	W. J. Peck				
POTTSTOWN 19,430	Mercury (e) 5,005	.043	.025	(I) (UP) (73)	Wm. M. Hiester	Paul L. Diefenderfer	Don L. Rigg (sp)	Shandy Hill Jos. M. Crimmins (cm)	George A. Lessig A. Reichelderfer (cl)	Chester Rhinehart
	News (m) 8,764	.045	....	(I) (AP) (60)	Daily News Pub. Co., Inc. W. L. Binder, Pres.	J. Ernest Spare	R. C. Kelley Harry Dilser (sp)	W. L. Binder H. B. Hallman (cm)	John T. Wagner H. W. Feather (n)	C. H. Stetler

(*Continued on page 86*)

Times Have Changed in PITTSBURGH

a Year of Progress

In Total Advertising linage, the Sun-Telegraph, in 1931, took the lead in many of the most important classifications, and made substantial progress in others.

The following are percentages of evening and Sunday linage carried by the Sun-Telegraph in the years of 1930 and 1931, and in the month of December, 1931. Note that, in practically every instance, the month of December shows the Sun-Telegraph to be in an even better position than it is for the year, proving that the Sun-Telegraph's march of progress is on the upswing:

	Year 1930 %	Year 1931 %	December 1931 %
*Total Display	44.6	47.2	47.6
*Local Display	44.3	46.3	46.9
National (General)	45.3	48.8	50.4
Automotive	45.8	51.6	52.2
New Passenger Automobiles	50.9	54.1	54.3
Men's Clothing Stores	34.6	42.2	44.3
Men's Wear, National	None	62.7	63.9
Women's Wear Stores	43.4	45.2	52.6
Credit Clothing Stores	30.3	9.5	8.5
*Department Stores	47.8	50.0	51.4
Furniture Stores	42.6	42.7	40.2
Grocery Stores	47.1	48.4	48.1
Groceries, National	43.2	50.9	52.8
Musical Instrument Stores	42.6	53.9	59.5
Professional	55.8	56.7	58.5
Beauty Shops	35.3	36.2	44.0
Toilet Requisites, National	51.6	56.7	53.1
Medical, National	42.6	44.1	46.3
Tobacco, National	53.1	53.4	55.5
Miscellaneous, National	61.3	61.4	73.9

*Ten-month period only—March to December, inclusive. This period is used because Department Stores were out of the other evening and Sunday newspaper during January and February, 1930, due to rate disagreement.

Based on figures by Media Records, with no alteration of any kind.

THE PITTSBURGH

SUN-TELEGRAPH

Nationally Represented by

PAUL BLOCK AND ASSOCIATES

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

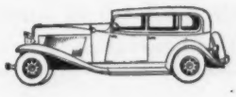
PENNSYLVANIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
POTTSVILLE	Journal (e) 10,113	.04	.04	(R) (UP) (J) (94-134)	H. I. Silliman	H. I. Silliman	David Yocum Walter Farquhar (sp)	H. G. Rhoads Theodore Kriston (em)	Wm. H. Ent A. M. Gottschall (n) M. H. Shovlin (cl)	Wm. Smith Robt. C. Shearer (j)
24,300	Morning Paper (m) 1,468x Republican (e) 13,651x Total daily (me) 15,119x	.... .07	.... .06	(R) (AP) (J) (60)	J. H. Zerbey Newspapers, Inc.					
PUNXSUTAWNEY 9,738	Spirit (e) 5,200	.035	.03	(I-R) (UP) (J) (40)	Spirit Pub. Co. W. O. Smith, Pres.	W. O. Smith	P. L. Smith S. S. Smith (sp)	E. C. Kyper J. B. Hunger (em)	E. C. Kyper	E. C. Kyper
READING 111,171	Eagle (e) 38,358 Sunday edition (S) 30,839 Times (m) 38,622	.10 .10 .10	.08 .08 .08	(I) (AP) (J) (70) (I) (AP) (†) (E) (68)	Reading Eagle Co. William Seyfert, Pres. Times Pub. Co. John H. Perry, Pres.	A. N. Burkholder Abe Hurwitz	Robert M. Zeller Wm. T. Reedy (sp) Theo R. Hughes (Su) Herb Kohler Ed. Hill (sp)	Hawley Quier Daniel Hoch (em) I. J. Hornstein Edmund Levan (em)	James E. Keller John Nolan (n) C. W. Detweiler Robt. Stevenson (cl)	Harry Yost Byron Mortimer (j) H. Y. Sterrett
RENOVO 3,947	Record (e) 1,222	.014	....	(I) (INS) (J) (none)	John U. Shaffer	John U. Shaffer				
RIDGWAY 6,312	Record (e) 2,735	.03	.02	(I) (UP) (J) (73)	Ridgway Pub. Co. W. Thomas, M. Pres.	A. T. Thompson, Jr.	W. B. Wagoner	A. T. Thompson, Jr. Mrs.T.G.Scheiler (em)	W. B. Wagoner	M. J. Helms
ST. MARY'S 7,483	Press (e) 1,644	.025	.021	(I) (UP) (J) (73)	Daily Press Pub. Co. J. A. Dippold, Pres.	H. T. O'Brien		J. A. Dippold Mrs. J. A. Dippold(em)	J. A. Dippold	Paul L. Dippold Geo. Wegmer (j)
SAYRE 21,644	Times (e) 5,433	.035	....	(I) (UP) (73)	Sayre Ptg. Co.	Frank H. Cook				
SCRANTON 143,433	Republican (m) 28,493x Scrantonian (S) 40,915x Sun (e) 12,700 Times (e) 48,831x	.11 .12 .05 .14	.... .09 .045	(R) (AP) (E) (116) (I) (INS) (*) (J) (73-57) (I-R) (UP) (†) (118) (D) (AP,INS,CP,NANA) (77)	Republican Pub. Co. Laurence H. Watres, Pres. Scrantonian Pub. Co. Richard Little, Pres. Sun Pub. Co. W. F. Hallstead, 2d, Pres. E. J. Lynett W. R. Lynett, Asst. Pub.	Laurence H. Watres Harold Myers E. Tracy Sweet Alexander Thompson Mark K. Edgar John J. Schans E. J. Lynett A. J. O'Malley	B. B. Powell Edward Kelly (sp) "Chick" Feldman (sp) Robert Ellsmere William East (sp) John F. Ruddy Joe M. Butler (sp)	L. B. Tyler Chas. T. Buck (em) M. L. Goodman Morris Goodman (em) Herbert D. Brauff W.F.Hallstead,2d(em) J. E. Bradley E. J. Cullen (em)	Schubert McCutcheon James P. Landis (cl) Herman S. Goodman T. J. Duffy Nell Ryan (cl) J. W. Flanagan	Frank Kilcullen James Ryan John Kilcullen William Miller
SHAMOKIN 38,778	Dispatch (e) 4,328	.035	.035	(I) (INS) (73)	Leader Pub. Co. Hon. Albert Lloyd, Pres.	Howard O. Siglin Clyde F. Ketner	Dan Farrow T. Paul McElwee (sp)	J. Monroe Boyer Harry A. Long (em)	Thomas M. Cook J. Monroe Boyer (n) Goldie C. Walburn (cl)	C. E. Simmendinger
	Herald (e) 1,820	.021	....	(I-R) (J) (40)	Mrs. M. A. Steel	W. A. Steel		W. A. Steel (bm)		
	News (e) 5,013	.035	....	(I) (UP) (J) (60)	News Pub. & Ptg. Co. J. F. Hoover, Pres.	R. E. Malick		J. F. Hoover (bm)		
SHARON 25,911	Herald (e) 7,294	.04	.021	(I-R) (INS) (J) (73)	Herald Pub. Co. A. W. McDowell, Pres.	Wm. B. Ramsay	Jos. Shatto R. S. Lyman (sp)	A. W. McDowell J. B. Furey (em)	Paul H. Aehre Margaret Brown (cl)	Jos. Pharmer (j)
	News-Telegraph (e) 7,999	.04	....	(I-R) (UP) (7)	News-Telegraph Co. W. L. Aiken, Pres.	J. M. George W. L. Aiken	J. M. George T. M. Gibbons (sp)	C. B. Larts Geo. W. Manning(em)	R. S. Arthur Florence Weaver (cl)	
SHENANDOAH 21,783	Herald (e) 6,683	.045	....	(R) (UP) (J) (73)	Herald Ptg. Co., Inc. C. T. Straughn, Pres.	C. T. Straughn	E. C. Smith James Smith (sp)	B. F. Parrott M. Peck (em)		Jacob Hahn E. Hostetter (j)
SOMERSET 4,395	Herald (e) 3,017	.045	.045	(R) (AP) (J) (73)	Henry Baker Reiley	Robert S. Scull Henry Baker Reiley	Henry B. Reiley, Jr. Ed Lebo (sp)	Henry Baker Reiley Mary Hause (bm) Janice Kinser (em)	Mary Black	Howard Braugher H. A. Miller (j)
All advertising inserted in Weekly Herald-Republican as well as in Daily Herald										
STROUDSBURG 12,038	Record (e) 6,432	.045	.035	(I) (INS) (J) (60)	Monroe Pub. Co., Inc. W. L. Andre, Pres. N. A. Frantz, Pub.	Colley S. Baker	A. F. Everitt J. S. Singer (sp)	N. A. Frantz H. D. Rodewald (em)	L. H. Cross I. M. Johnson (cl)	N. O. Bender
SUNBURY 15,626	Daily (e) 7,323	.04	.025	(I) (AP) (†) (J) (73)	Daily Pub. Co.	Lewis Dewart	Samuel C. Price George Oyster (sp)	Lewis Dewart Roy H. Eisely (em)	J. S. McCombs D. A. Arthur (n) H. M. Hawley (cl)	J. O. Lawrence
	Item (e) 6,898	.04	.021	(I-R) (UP) (J) (60)	Item Pub. Co. C. S. Farra, Pres.	H. H. Haddon	F. G. Burrows	C. S. Farra (bm) G. T. McCorkill(em)	F. J. Byrod, Sr. B. A. Beck (n) Stella Chester (cl)	B. A. Beck
SUSQUEHANNA 4,974	Transcript (e) 1,686	.03	.03	(R) (INS) (J) (73)	U. G. Baker	U. G. Baker	Paul S. Baker (sp)	U. G. Baker	U. G. Baker	
TAMAQUA 12,936	Courier (e) 4,425	.035	....	(I-R) (UP) (J) (73)	John M. and Robt. H. Harris	John M. Harris	Wm. H. Kleckner Robt. Meredith (sp)	Robert H. Harris Allen N. Stewart (em)	Ed. Mac Hirsh Dorothy Wetterau (cl)	William F. Miller Raymond Krapp (j)
TARENTUM 28,188	Valley News (e) 5,417	.04	.025	(I-R) (INS) (J) (73)	News Ptg. Co. Charles P. Howe, Pres.	Geo. D. Stuart Charles P. Howe	Geo. D. Stuart C. B. Schwartz	Charles P. Howe Hilda Larson (em)	Geo. P. Schmitt Laura Evans (cl)	W. A. Hawthorne Harry Ashbaugh (j)
TITUSVILLE 8,055	Herald (a) 4,583x	.035	....	(R) (AP) (J) (73)	Titusville Herald, Inc. E. T. Stevenson, Pres.	E. T. Stevenson E. W. McNall	E. W. McNall L. F. Thayer (sp)	M. M. Lockwood (bm) Clifford Patterson (em)	M. M. Lockwood Violet Johnson (n) L. J. Brady (cl)	R. H. Clark Albin Benson (j)
TOWANDA 4,104	Review (m) 5,967	.045	.025	(I-R) (AP) (J) (60)	Towanda Ptg. Co. H. M. Turner, Pres.	H. M. Turner	S. N. Clarke L. A. Merrill, Jr. (sp)	T. J. Finn	T. J. Finn	E. Ashmun Parsons H. F. Shayler (j)
TYRONE 9,042	Herald (e) 3,009	.03	.025	(R) (INS) (J) (73)	Tyrone Herald Co., Inc. B. C. Jones, Pres.	B. C. Jones T. C. Smith	R. T. Bayard A. Ray Flenner (sp)	T. C. Smith John Chamberlain (em)	P. M. Kientle	George Oberly
UNIONTOWN 19,549	Genius (e) 9,153 Herald (m) 10,007 Total Daily (me) 19,160	.... .04	.... .035	(R) (AP,INS) (J) (none)	Fayette Pub. Co. W. P. Harader, Pres.	J. Fred Shean J. S. Albright	Russell Isminger Edgar Kennedy (sp)	W. P. Harader I. W. Coldren (em)	C. D. Harader (n) L. E. Bierer (cl)	R. M. Berry Jas. A. Long (j)
	News-Standard (e) 5,225	.025	.02	(D) (UP) (J) (40)	News Pub. Co., Inc. Charles L. Lewellyn, Pres.	O'Neil Kennedy Wm. Gladden		Dan O. Little (bm) I. L. Coffman (em)	C. J. Levin Wesley Romesburg (cl)	Joe Chocola (j)
VANDERGRIFT 11,479	News (e) 3,517	.03	.015	(I) (INS) (64)	Herbert D. Brauff, Pres. & Pub	Joseph A. Breig	B. S. Campbell (sp)	Joseph A. Breig A. M. Bennard (em)	Howard W. York F. H. Ekstrand (cl)	Ray Ferraro
WARREN 16,001	Times-Mirror (e) 9,358	.05	.04	(I) (AP) (73)	Times Pub. Co., Inc. S. E. Walker, Pres.	Paul Riston S. E. Walker	Edward Lowrey Elwin Hildum (sp)	S. E. Walker W. A. Walker (bm) Chas. Kircharts (em)	J. Knoll Ruth Allen	Frank Masterson
WASHINGTON 27,314	Observer (m) 9,639 Reporter (t) 6,492 Total Daily (me) 16,131	.... .06	.... .05	(I-R) (AP,UP) (17)	Observer Pub. Co. John L. Stewart, Pres.	John L. Stewart J.ClarenceDay(me-m) M. H. Day (me-e)		H. L. Christman (bm) W. P. Wilson (em)	H. L. Christman	W. G. McWilliams F. B. Gaul, Sr.
WAYNESBORO 10,167	Record-Herald (e) 4,220	.035	.03	(I-R) (UP) (J) (73)	Record-Herald Pub. Co., Inc. Floyd Chalfant, Pres.	Floyd Chalfant W. Harry Gordon	W. H. Shryock W. B. Davis (sp)	Floyd Chalfant G. F. Blessing (bm) A. Stewart Etter (em)	Gerald F. Blessing Marcella Bowers (cl)	Charles A. Waynant
WEST CHESTER 12,325	Local News (e) 11,206	.05	.05	(I) (UP) (†) (64)	Daily Local News Co., Inc. E. N. Pusey, Pres.	E. L. McKinstry Henry L. Brinton	Hugh V. McDevitt 	C. E. Stoneback J. B. Taylor (em)	Geo. L. Anderson	
WILKES-BARRE 86,626	News (e) 16,693	.05	.03	(R) (INS) (73)	John A. Hourigan	John J. McSweeny	Will B. Loftus (sp)		James F. McKeown	
	Record (m) 28,316	.07	.04	(R) (AP) (†) (118)	Mrs. Georgia P. Johnson, Pres. Frederick G. Johnson, Pub.	Eugene T. Giering Robert W. Johnson	E. C. McAdams Joseph M. Walsh (sp)	L. J. Van Lacys Joseph G. Upton (em)	Thomas A. Gavin (n) Paul W. Miller (local) N. Edwin Nelson (cl)	

(*Continued on page 88*)

1931 "SUCCESS STORIES" . . . IN THE PHILADELPHIA MARKET

AUBURN-CORD
Goes Ahead in Philadelphia*



AUBURN-CORD car sales throughout the United States in 1931 were up 150% over 1930.

In Philadelphia, Auburn-Cord sales in 1931 were up 200% over 1930.

During 1931, Auburn-Cord sold 9.2% of all high-priced and high-medium priced cars purchased in Philadelphia, as against 2.7% in 1930—an improvement of position in their price fields of 6.5%.

During 1931, Auburn-Cord used 78.4% of all its Philadelphia advertising in the Curtis-Martin Newspapers — the second consecutive year in which this company's advertising was concentrated in these newspapers.

**Back of Auburn-Cord's sales increase is an amazing story. Every manufacturer selling in this market should hear it before another advertising dollar is spent in Philadelphia.*

CURTIS-MARTIN NEWSPAPERS, INC. . . . . INDEPENDENCE SQUARE, PHILADELPHIA

PUBLIC LEDGER
MORNING EVENING SUNDAY

The Philadelphia Inquirer
MORNING SUNDAY

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WILKES-BARRE (cont)	Sunday Independent (S) 16,966	.06	.04	(I) (UP) (60)	Independent Co. John V. Heffernan, Pres.	John V. Heffernan	Thos F. Heffernan	Thos. F. Heffernan. P. A. Golden (cm)	Geo. P. Heffernan	Jos. R. Rusnock
	Times-Leader (e) 28,160	.07	.06	(I) (AP) (†) (J) (135)	Ernest G. Smith, Pres. & Pub.	Ernest G. Smith. Joseph T. Murphy	Wm. J. Dougherty. F. X. Welsh (sp)	Ernest G. Smith. Gerard Mooney (cm)	James A. Crawley. Bessie F. Lenahan (n). Oliver A. Stecker (cl)	E. W. Prophet. Arnot L. Jones (j)
WILLIAMSPORT 45,695	Gazette & Bulletin (m) 7,604	....	....	(I) (AP) (88)	Sun-Gazette Co. George E. Graff, Pres.	Elmer Schuyler (m). John E. Person (e). Edmund F. Wolf (me-e)	Wm. P. Clarke (m). Howard Ade (e). Louis Pickelner (sp-m). Robt. Steinhilper (sp-e)	George E. Graff. Ernest M. Case (bm). John S. Davis (cm)	Leo C. Barland. Ernest M. Case (n)	S. Gerstenlauer
	Sun (e) 19,751	....	....							
	Total Daily (me) 27,355	.10	....							
	Grit (S) 25,132	.06	....	(I) (AP) (†) (J) (E) (18)	Grit Pub. Co. Dietrick Lamade, Pres.	Frederic E. Manson. Howard R. Davis	W. Boyd Tobias. Wm. J. Kehoe (sp)	Dietrick Lamade. Howard J. Lamade (bm) Geo. W. Stabler (cm)	Charles D. Lamade	L. V. Mincemoyer. H. J. W. Kiessling (j)
YORK 55,230	Dispatch (e) 20,841	.07	....	(I-R) (AP) (J) (118)	Dispatch Pub. Co. John F. Young, Pres.	E. B. Williamson	James Shettel. Myles Loucks (sp)	H. W. Young. H. F. Eyster (bm). Charles K. Blasser (cm).	Ralph M. Stagemyer. H. F. Eyster (n). John G. Enders (cl)	D. P. Young. L. L. Mercer (j)
	Gazette & Daily (m) 20 074	.08	....	(I-D) (AP) (J) (64)	York Gazette Co. Allen C. Wiest, Pres. J. W. Gitt, Pub.	J. W. Gitt. T. B. Elsesser	J. W. Good. Ashmer Owen (sp)	J. W. Gitt. F. E. Kain (cm)	G. A. Diets	H. A. Morris. George Thomas (j)

RHODE ISLAND

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEWPORT 27,612	Herald (m)	.019	....	(I) (AP) (3)	Newport Herald Co. Wm. D. Hazard, Pres.	L. K. Carr		L. K. Carr		
	News (e) 7,024	.03	.026	(I) (AP) (92)	T. T. Pitman Corp. Ed. A. Sherman, Pres.	Ed A. Sherman. Benj. F. Thurston	E. E. Jemail	Ed. A. Sherman. F. I. Greene (bm) C. O. Gustafson (cm)	F. I. Greene	
PAWTUCKET 103,047 (inc. Central Falls.)	Times (e) 30,182	.09	.08	(I-R) (AP, UP) (55)	Times Pub. Co. Stanley T. Black, Pres.	D. E. Lawlor. J. A. Mogolever	J. Costello. C. E. Boston (sp)	Stanley T. Black (gm-bm). D. E. Byron (cm)	Myron S. Walden. C. J. Corley (cl)	D. O. Black
PROVIDENCE 252,981	Bulletin (e) 88,897	.20	....	(I) (AP, UP, CPA) (*S) (mer) (†) (E) (42-10).	Providence Journal Co.	Sevellon Brown (me).	Jas. B. Stickley (cs-m). Delmar A. Milne (cs-e). John R. Hess (sp). Walter S. Ball (Su)	Allison Stone	F. B. Hurd Adv. Dir. A. L. Poorman (n) J. A. Doherty (cl)	Frank F. Shaw
	Journal (m) 45,044	.12	....							
	Combined daily (me) 133,941	.27	....							
	Sunday edition (S) 92,319	.20	....							
	News-Tribune (e) 30,232	.10	.09	(D) (AP) (mer) (†) (132-46)	News-Tribune	Maurice Joy. J. B. Calvo	Ralph E Bailey. Arthur Markey (sp)	R. I. Wakeman (bm). John J. Griffin (cm)	D. J. McNulty	D. J. Coonan
WESTERLY 17,344	Sun (e) 5,505	.04	.04	(R) (AP) (J) (17)	Utter Co.	George B. Utter	George B. Utter. Herbert P. Clark (sp)	Geo. B. Utter (gm-bm).	Wilfred B. Utter	Lewis R. Greene
	Sunday edition (S) 5,472	.04	....							
WEST WARWICK 17,696	Pawtuxet Valley Times (e) 4,126	.03	.03	(I) (INS) (J) (40)	Pawtuxet Valley Times, Inc. Irving P. Hudson, Pub. & Pres.	Irving P. Hudson	William J. Hammond. Wilton P. Hudson (sp).	Irving P. Hudson. William J. Hammond (bm) Daniel T. Burns (cm)	Joseph E. Gilman. Daniel T. Burns (cl)	Earl P. Knight
WOONSOCKET 49,376	Call (e) 15,885x	.06	.05	(I-R) (AP) (†) (55)	Evening Call Pub. Co. Samuel E. Hudson, Pub. & Pres.	Samuel E. Hudson. Arthur H. Crowell	Paul L. Smith. Wm. Burlingame (sp)	Samuel E. Hudson. Chas. W. Palmer (bm). John V. Connor (cm)	Chas. W. Palmer. Buell W. Hudson (n) Nellie I. Staples (cl)	Andrew P. Palmer

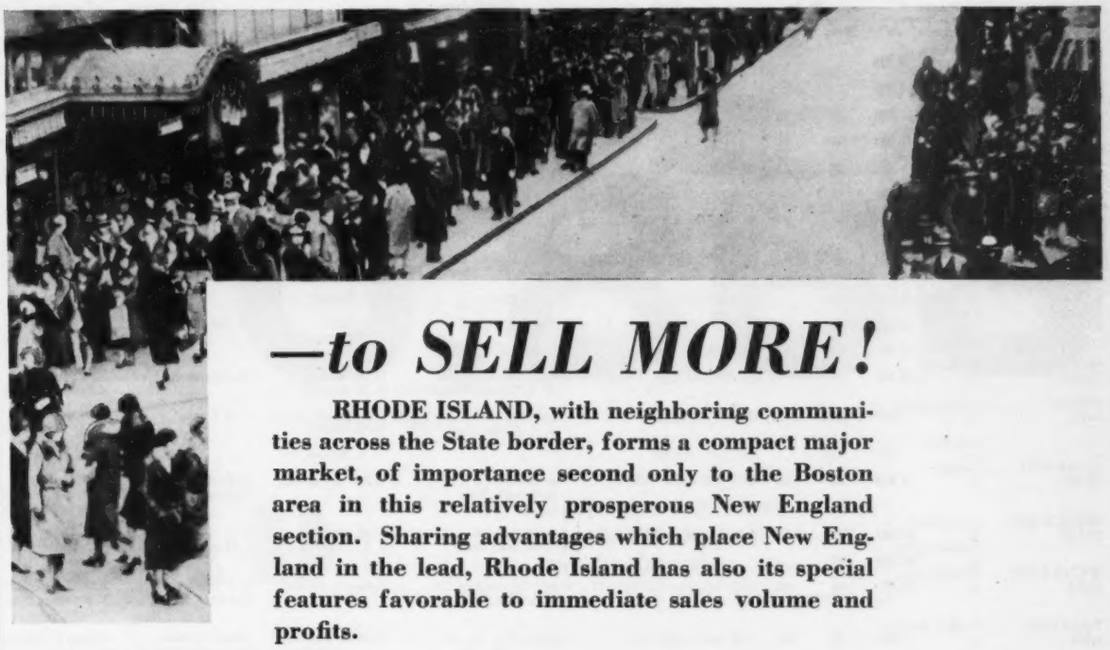
SOUTH CAROLINA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANDERSON 14,130	Independent-Tribune (m) 5,331	....	....	(I-D) (AP, UP, INS) (†) (J) (17).	Independent Pub. Co. Wilton E. Hall, Pub. & Pres.	Wilton E. Hall (m). R. Glover Miller (e). S. A. Hall (me-m). J. B. Hall (me-e)	Z. W. Meaks (sp-m). Claud Canup (sp-e). T. F. Acker (Su-m)	P. H. Batte (bm). Chas. Cheatham (cm).	P. H. Batte. J. J. Findley, Jr. (n). E. White (cl)	Paul Murphy. R. R. Smith (j)
	Mail (e) 4,670	....	....							
	Combined daily (me) 10,001	.07	.07							
	Sunday edition (S) 5,883	.07	....							
CHARLESTON 62,265	News & Courier (m) 11,394x	....	....	(I-D) (AP, UP, CP) (18)	News & Courier Co. Julian Mitchell, Pres. Evening Post Pub. Co. R. S. Manigault, Pres.	W. W. Ball (m). T. R. Waring (e). T. P. Lesesne (me-m).	T. R. Waring, Jr. (m). F. O. Emerson (e). H. F. Cauthen (sp-m) E. M. Collison (sp-e)	H. T. McGee (bm). V. L. T. Cooper (cm)	Geo. J. Jenkins. R. E. Bradham (n)	H. M. Duke
	Post (e) 13,792x	....	....							
	Combined daily (me) 25,186x	.10	....							
	Sunday edition (S) 16,537x	....	....							
	Evening & Sunday (eS)	.11	....							
COLUMBIA 50,211	Record (e) 15,150	.06	....	(D) (AP, UP) (68)	John D. Wise	Geo. A. Buchanan, Jr.	W. L. Hickin	Ralph Mulder (cm)	N. E. Brown	E. R. Britton
	Sunday edition (S) 14,775	.06	....							
	State (m) 24,886	.09	....	(D) (AP, UP) (J) (18)	State Co. William E. Gonzales, Pub. & Pres.	William E. Gonzales. McDavid Horton	S. L. Latimer, Jr.	F. C. Withers. J. L Erwin (cm)	Wm. P. Etchinson. J. H. McLaughlin (cl)	A. B. Watson
	Sunday edition (S) 25,679	.09	....							
FLORENCE 14,774	News (m) 4,460	.04	....	(D) (AP, UP) (J) (52)	J. B. Parnell & J. M. O'Dowd, Pub.	M. C. Brunson		G. T. Carter (cm)	E. Dargen McKnight	W. A. Matthew
	Sunday edition (S) 4,460	.04	....							
	Observer (e) (new daily)	.03	....	(D) (INS) (J) (none)	Pee Dee Ptg. Co. W. B. Pattillo, Pres.	W. J. Stricklin	W. B. King	Urban Pattillo (bm). W. E. McGee (cm)	J. I. Barr	Urban Pattillo. W. B. Pattillo (j)
GREENVILLE 29,154 (63,774 Met)	News (m) 28,657	....	....	(I-D) (AP, UP) (17)	B. H. Peace	R. C. Peace (m). Judson W. Chapman (e). E. N. Smith (me-m). A. T. McCain (me-e).	R. L. Carr (m). Chas. H. Garrison (e). Carl Weimer (sp-m). James Thompson (sp-e) D. A. Tillinghast (Su)	B. H. Peace. R. C. Peace (bm). A. F. Ballentine (cm).	W. Fred Heller. Chas. Peace (n) G. G. Leake (cl)	T. P. Cantwell
	Piedmont (e) 12,124	....	....							
	Combined daily (me) 40,781	.12	.08							
	Sunday edition (S) 28,321	.12	....							
GREENWOOD 11,020	Index-Journal (e) 4,207	.03	.025	(D) (AP) (J) (17)	Index-Journal Co. H. L. Watson, Pres.	H. L. Watson. E. P. Wideman	E. P. Wideman. Ernest Moore (sp). E. P. Wideman (Su)	J. S. Bailey (bm). Ralph Norman (cm)	G. W. Gardner. Ralph Norman (cl)	Arthur Culberton. C. P. Seymour (j)
	Sunday edition (S) 4,207	.03	....							
ROCK HILL 17,000	Herald (e) 3,468	.03	....	(D) (AP) (52)	Herald Pub. Co. A. W. Huckle, Pub.	A. W. Huckle				
SPARTANBURG 28,723 (39,772 Metr.)	Herald (m) 9,836	....	....	(I) (AP) (†) (68)	Spartanburg Herald-Journal Co. Edgar A. Neely, Pres.	C. O. Hearon (m). P. H. Fike (e). Geo. M. Kiser (me-m) Fred Minshall (me-e).	C. C. Ligon (m). Fred Minshall (e). Wilton Garrison (sp). George M. Kiser (Su)	Max Bridges (m). J. M. Blalock (cm).	W. A. Lauver (adv.dir.) C. E. Godfrey (local) Beulah Robeson (cl)	
	Journal (e) 6,487	....	....							
	Combined daily (me) 16,323	.08	.05							
	Sunday edition (S) 13,633	.08	....							
SUMTER 11,780	Item (e) 2,446	.025	....	(I-D) (AP) (J) (52)	Osteen Pub. Co., Inc. C. P. Osteen, Pres.	H. G. Osteen				
UNION 7,419	Times (e) 2,700	.021	.021	(D) (AP) (none)	Times Co. Lewis M. Rice, Pub. & Pres	Lewis M. Rice				

(*Continued on page 90*)

CULTIVATE RHODE ISLAND IN 1932

Where It Costs LESS



—to SELL MORE!

RHODE ISLAND, with neighboring communities across the State border, forms a compact major market, of importance second only to the Boston area in this relatively prosperous New England section. Sharing advantages which place New England in the lead, Rhode Island has also its special features favorable to immediate sales volume and profits.

Easy to Reach **With the greatest density of population of any State in the Union, an urban ratio of 92.4%, and a network of excellent highways, Rhode Island is in effect a cohesive, metropolitan market. Distribution is simplified; and for merchandise retailed through a few centrally located outlets, customer access is quick, easy—and a regular shopping habit.**

Able to Buy **The federal census established Rhode Island's per capita retail purchases at 13% above the national average. Luxury purchases show a higher degree of sales advantage, corresponding to relatively high per capita income. Business indices of today indicate that both income and purchases have been sustained at a level consistently higher than that of the rest of the country.**

For every man, woman and child in the State, Rhode Islanders spend about $30 MORE for food than the national per capita average, $8 more for apparel, $4 more for general merchandise, and nearly $3 more for house furnishings.

During the first eleven months of 1931, new passenger car registrations in Rhode Island were only 12% below the same period of 1930, while those of the country at large were off 27.6%. Rhode Island has gained in automobiles registered and gasoline sales, both in 1930 and 1931, and was one of ten States to gain in total passenger and commercial registrations during 1931.

Easy to Sell **The Providence Journal and Bulletin, with a State-wide circulation increasingly dominant among the various income groups in proportion to their per capita spending ability, reaches daily more than 73% of Rhode Island's buying power.**

At Low Cost **Circulation growing steadily (much more rapidly than population) increases coverage, with corresponding decrease in advertising cost per family reached, from year to year. This extraordinary dominance of a single newspaper combination contributes largely to Rhode Island's appeal in 1932, as a market where It Costs Less to Sell More.**

Journal-Bulletin FAMILIES

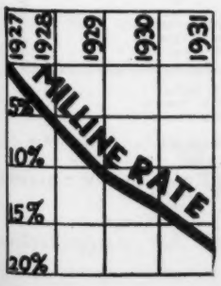
In Providence

19 OUT OF 20

In Rhode Island

2 OUT OF 3

of all families who read English



The PROVIDENCE JOURNAL and BULLETIN

R.I.

Dominating ***New England's Second Largest Market***

CHAS. H. EDDY CO. *Representatives* **R. J. BIDWELL CO.**

Boston New York Chicago San Francisco Los Angeles Seattle

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

SOUTH DAKOTA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABERDEEN	American									
16,465	(m) 7,219	....	....							
	News (e) 4,690	....	....							
	Total Daily (me) 11,909	.07	.06	(I-R) (AP) (116)	American-News Co. James A. Mathews, Pres. & Pub.	H. C. Anderson G. E. Marts	D. Westerwilt Blaine Rowley (sp)	J. A. Mathews F. R. Campbell (cm)	W. E. Haynes B. A. Schultz (n) Miss K. Sheridan (cl)	L. L. Kester
	Sunday edition (S) 11,027	.07	.06							
DEADWOOD	Pioneer-Times									
2,635	(m) 1,450	.03	.03	(R) (AP) (J) (141)	Morford Bros.	Leland V. Morford	Wm. Moorehead	Leland V. Morford Earl B. Morford (bm).	Earl B. Morford	Wm. Grieb
	Sunday edition (S) 1,450	.03	.03							
HOT SPRINGS	Star									
2,905	(e) 2,345	.03	.029	(I) (AP) (J) (28)	Star Pub. Co. H. L. Hayden, Pres.	H. L. Hayden	Grace W. Martin	H. L. Hayden	M. L. Jackson	Richard Westwood Roy Juergens (j)
HURON	Huronite									
10,987	(e) 7,454	.05	.04	(R) (AP) (mer) (J) (141-107)	Huron Pub. Co. Charles H. J. Mitchell, Pres	Chas. H. J. Mitchell Robert D. Lusk	Emil Frost Wm. Plummer (sp)	A. G. Fsiok (cm)	G. F. McCannon	W. J. Bachman
LEAD	Call									
5,733	(e) 1,231	.025	....	(R) (AP) (28)	J. A. Stanley	J. A. Stanley		G. L. Beers (bm) W. Stanley (cm)	G. L. Beers	H. B. Miller
MADISON	Leader									
4,289	(e) 2,289	.021	.018	(R) (UP) (J) (†) (none)	J. F. Stahl	J. F. Stahl R. F. Blythe	M. Swedlund	J. F. Stahl (bm) Miss E. Shea (cm)	F. C. Mueller	C. Huettl A. L. Skarre (j)
	Sentinel (e) 2,435	.021	.018	(R) (AP) (J) (none)	F. L. Mease	F. L. Mease			R. H. Lemon	P. T. Welborn
MITCHELL	Republican									
10,942	(e) 12,205	.07		(†) (AP) (J) (116)	Mitchell Pub. Co. W. R. Ronald, Pres. & Pub.	W. R. Ronald M. B. Ronald	Paul Swenson	W. R. Ronald Marguerite Paullin (cm)	W. T. Wilt Bernice Severson (cl)	W. J. Herzog C. P. Hartwick (cj)
PIERRE	Capital Journal									
3,656	(e) 2,237	.025	.025	(I) (AP) (J) (141)	Hipple Ptg. Co. J. E. Hipple, Pres.	J. E. Hipple R. B. Hipple	J. B. Hipple	R. B. Hipple E. A. Taylor (cm)	R. B. Hipple	George Bunn J. E. Hipple (j)
	Dakotan (e) 850	.018	....	(R) (UP) (J) (28)		T. R. Roberts, Jr.		G. M. Roberts		C. H. Williams
RAPID CITY	Journal									
10,405	(e) 4,933	.04	.04	(I-R) (AP) (mer) (141)	Journal Pub. Co. E. F. Lusk, Pub.	Walter S. Travis	Clifford Schiegle Redford H. Dibble (sp).	E. F. Lusk E. H. Lighter (bm) R. B. Templeton (cm)	E. H. Lighter M. O. Wasser (cl)	Joe Cauley
SIOUX FALLS	Argus-Leader									
33,360	(e) 33,647	.12	....	(I-R) (AP) (mer) (116)	Argus-Leader Co. C. M Day, Pres.	C. M. Day T. L. Ramsey	T. L. Ramsey J. D. Ashley (sp)	B. C. Daw E. J. Kahler (cm)	D. T. Kieffer (local) E. J. Kahler (n) L. A. Amundson (cl)	D. Wood
	Sunday edition (S) 32,105	.12	....							
WATERTOWN	Public Opinion									
10,214	(e) 6,412	.04	.031	(I-R) (AP) (mer) (J) (141-107)	Public Opinion Pub. Co. S. X. Way, Pres.	George B. Elliott	P. J. Albrook Harold G. Lee	Julius F. Bacon F. Potticary (cm)	Kenneth B. Way Julius F. Bacon (n) L. Potticary (cl)	A. R. English
YANKTON	Press & Dakotan									
6,074	(e) 3,624	.04	.04	(I-R) (AP) (mer) (141)	Yankton Ptg. Co., Inc. W. C. Lusk, Pres. George E. Masters, Pub.	Fred H. Monfore	Russell Holmes James Jordan (sp)	George E. Masters E. Peterson (cm)	A. T. Webb E. Peterson (cl)	O. J. Gunderson

TENNESSEE

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ATHENS	Post-Athenian									
5,385	(e) 1,702	.02	.018	(I) (UP) (J) (52)	Fred E. Wankan	Fred E. Wankan Orrie O. Sarver		Fred E. Wankan Belle Millsap (cm)	H. L. Gill Fred E. Wankan, Jr.	Zelmer Coker
CHATTANOOGA	News									
119,798	(e) 38,025	.11	.08	(I-D) (AP,UP) (†) (E) (15-11)	Chattanooga News Co. George F. Milton, Pres.	George F. Milton J. Charles Poe	F. C. Schneider E. T. Bales (sp)	Walter C. Johnson Hubert E. Johnson(cm)	B. J. Bush Porter Warner, Jr. (n) J. D. Rivers (cl)	Guy Aycock
	Times (m) 39,666	.11	....	(I) (AP,CP) (E) (38)	Times Ptg. Co. Adolph S. Ochs, Pub. & Pres.	L. G. Walker and R. E. Walker W. G. Foster	T. A. Rogers Bill Clift (sp) Gordon Allen (Su)	A. Shelby Ochs W. S. Weitsell (bm) Clyde Burgess (cm)	Benjamin Sosland K. K. Flenniken (n) F. B. Erwin (cl)	J. H. Street
	Sunday edition (S) 39,201	.11	....							
CLARKSVILLE	Leaf-Chronicle									
9,291	(e) 2,735	.03	.025	(I-D) (AP) (J) (118)	Leaf-Chronicle Co., Inc. M. S. Foster, Pres.	Fred Goodlett Carl E. Page	Carl E. Page Stanley Gower (sp)	Frank Goodlett J. M. McDonnell (cm).	Mrs. A. M. Herndon Dorothy Halliburton(cl)	Frank Buck Frank Goodlett (j)
CLEVELAND	Banner									
9,136	(e) 2,260	.025	....	(I-D) (INS, UP) (52)	W. L. Rodgers	W. L. Rodgers		Miss N. Gorman (bm) Wm. H. Rodgers (cm)		Wm. Donaldson
COLUMBIA	Herald									
7,882	(e) 2,683	.032	....	(I) (INS) (J) (none)				W. D. Hastings (bm)	H. D. Bailey (n)	
DYERSBURG	State Gazette									
8,780	(e) 1,906	.025	.025	(I-D) (AP) (J) (52)	J. C. Rogers and H. A. Nelson, Pub. H. A. Nelson, Pres.	Russell Bruce John C. Rogers (me)	Russell Bruce	John C. Rogers (bm) H. B. Watkins, Jr.(cm)	E. J. Hoar	H. A. Nelson
ELIZABETHTON	Star									
8,733	(e) 3,190	.03	.03	(I) (AP) (141)	Star Pub. Co., Inc. Don M. Nixon, Pres.	Don Calfee	Don Calfee	Howard Imboden Ira J. Jones (bm-cm)	Charles Gamble Ira J. Jones (n-cl)	E. Benog
GREENVILLE	Sun									
5,544	(e) 3,229	.035	....	(I) (AP) (†) (J) (141)	E. O. Susong	V. M. O'Keefe	R. Keller I. E. Smith (sp)	W. H. O'Keefe (bm-cm)	I. H. Smith R. Keller (cl)	E. Smith W. A. Kennon (j)
JACKSON	Sun									
22,172	(e) 7,923	.04	....	(D) (AP) (†) (15)	Sun Pub. Co., Inc. C. E. Pigford	C. Harris Brown	Guy R. Windrom John Hurt (sp)	Albert A. Stone A. B. Robinson (cm)	A. Lacey Price H. Connally (cl)	P. D. Kersh
	Sunday edition (S) 8,709	.04	....							
JOHNSON CITY	Chronicle									
25,080	(m)	....	....(R)	(AP,UP,INS) (†) (52)	Appalachian Publishers, Inc. Guy L. Smith, Pub. & Pres.	Carroll E. King	Fred W. Haas Wm. McDonald (sp) Leslie T. Hart (Su)	Guy T. Smith W. G. Goode (bm) Jess Bailey (cm)	Carroll E. King (ad-dir) R. L. Howard (loc.) F. Trobaugh (n) P. B. Shamhart (cl)	Irby Sheaff
	Staff-News (e)	....	....(D)							
	Combined daily (me) 10,411	.055	.065							
	Sunday edition (S) 10,180	.055	....							
KINGSPORT	Times									
11,914	(e) 3,438x	.035	....	(I) (AP) (J) (103-4)	Kingsport Pub. Co., Inc. Thomas H. Pratt, Pres.	Howard Long	Tom Harris Reginald Wood (sp)	Thomas H. Pratt W. J. McAuliffe (bm) Gaines Adams (cm)	W. G. Waddell Thos. H. Pratt (n)	C. T. Hamlet C. E. Boyd (j)
	Sunday edition (S) 3,520x	.035	....							
KNOXVILLE	Journal									
105,802	(m) 35,348	.10	....	(AP) (15)	Olin Berry and R. H. Clagett, Receivers.	R. H. Clagett	Paul Havely (news-ed) Ben Cothran (ce) Bob Murphy (sp) Albert Armitage (Su)	R. H. Clagett W. S. Burnett (cm)	Gordon F. Garlington	
	Sunday edition (S) 30,129	.10	....							
	News-Sentinel (e) 41,029	.11	....	(I) (UP, AP) (†) (E) (128)	Knoxville News-Sentinel Co. M. G. Chambers, Pres.	Burton J. Stong Loye W. Miller	Zollie Howard Bob Wilson (sp) Jack H. Bryan (Su)	M. G. Chambers (bm) A. C. Jarvis (cm)	M. I. Moffett W. H. Linebaugh (n) W. R. Huffman (cl)	A. C. Jarvis
	Sunday edition (S) 40,489	.11	....							
MEMPHIS	Commercial Appeal									
260,049	(m) 115,182	....	....	(D) (AP,UP,CT,US) (*S) (mer) (†) (E) (J) (153)	Memphis Commercial Appeal. Inc. George Morris, Pres.	George Morris Thos. Fauntleroy (m). Frank Ahlgren (e)	Sam Kahn(m) Fred Snodgress (e) Herbert Caldwell (sp-m) Bob Pigue (sp-e)	Geo Morris J. R. Snyder (bm) A. W. Davis (cm)	R. M. Reynolds Moss E. Penn (n) A. C. Bailey (cl)	H. G. Fleet (j)
	Evening Appeal (e) 85,655	....	....							
	Combined (me) 200,837	.30	....							
	Sunday edition (S) 137,874	.30	....							
	Press-Scimitar (e) 105,835	.20	....	(UP) (mer) (†) (128)	Memphis Press-Scimitar Co. L. E. Herman, Pres.	Edward J. Meeman James K. Joyce	George Carmack Naylor Stone	L. E. Herman (bm) W. E. White (cm)	C. A. Moore Ray H. Boas (n) George A. Saas (cl)	
MORRISTOWN	Gazette-Mail									
7,310	(e) 2,100	.032	.028	(I) (AP) (none)	J. E. & C. O. Helms, Pub. J. E. Helm, Jr., Pres.	J. E. Helm, Sr. J. E. Helm, Jr.	N. Y. Hill (sp)	J. E. Helms, Jr. F. A. Williams (cm)	Nahor Y. Hill	Hal A. Noe
MURFREESBORO	News-Journal									
7,993	(e) 1,636	.035	....	(D) (UP) (J) (52)	News-Journal Pub. Co. J. C. Beesley, Jr.	Syd W. Pigue J. C. Beesley, Jr.			Geo. P. Burgdorf, Jr. J. C. Beesley, Jr. (n) F. L. Smith	W. H. Trevathes
NASHVILLE	Banner									
153,866	(e)	.13	....	(I) (AP,UP,INS,CT) (*S) (†) (118-61)	Banner Pub. Co. James G. Stahlman, Pres.	M. B. Morton		H. Powell (cm)	D. Bernard	
	Sunday edition (S)	.13	....							

(*Continued on page 92*)

The Nashville Newspaper Situation At A Glance

For 1931 The Nashville Banner Shows

1,690,863

Agate lines

LEAD

In Total Display Advertising (Media Records Figures) Over Its Opposition.

992,811 LINE LEAD
IN
Retail (Local) Display

622,265 LINE LEAD
IN
General (National) Display

48,708 LINE LEAD
IN
Automotive Display

27,079 LINE LEAD
IN
Financial Display

The Nashville Banner's comparative loss for the year over the previous year in total paid advertising was *404,026*. The opposition's loss was *2,206,804* agate lines.

The lineage records piled up by the Nashville Banner for the year 1931 indicate the greatest upset in Nashville newspaper situations of the past two decades.

Outstanding and convincing leads in all classifications of display advertising show not only the trend of advertising—but the outstanding preference for the Nashville Banner over its opposition.

These figures are more remarkable for the fact that they show such a decided preference for a dominant evening and Sunday newspaper over a forced combination daily and Sunday competitor.

One paper does the job in Nashville, Tennessee, and that's the

NASHVILLE BANNER

Reynolds-Fitzgerald, Inc., national advertising representatives, New York, Chicago, Philadelphia, San Francisco, Los Angeles. Joel C. Harris, Jr., Atlanta, Ga.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TENNESSEE (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NASHVILLE (cont)	Tennessean (m)	....	....	(D) (AP,UP,US) (†) (E) (15...	Tennessee Pub. Co.	Robt. Rowlett	Tom Little (m)	Luke Lea, Jr.	Eugene Tanner	Wallace Smith
	Tennessean (e)	....	....	(D) (UP,US) (†) (E) (15).....	Col. Luke Lea	J. Percy Priest John H. Nye F. C. Waldrop	B. Horn (sp-m) R. Learner (e) Wm. Rollow (sp-s) W. L. Agee, Jr. (Su)	W. Seigenthaler (cm)	Tom Griscom (n) Geo. Morgan (cl)	
	Combined daily (me)	.15	....							
	Sunday edition (S)	.13	....							
PARIS 8,224	Post-Intelligencer (e) 1,812	.03	.025	(D) (AP) (J) (52)	W. P. Williams	W. P. Williams		Bryant Williams (cm)		Paul Hert
TRENTON 3,500	Bulletin (e) 502	.029	....	(I-D) (J) (52)	Charles E. Smith	Chas. E. Smith		Chas. E. Smith	Chas. E. Smith	Louis Aspray
UNION CITY 5,865	Messenger (e) 1,735	.028	.021	(D) (J) (52)	C. B. Dement	C. B. Dement	S. B. Baulch M. A. Blanton (sp)	C. B. Dement R. C. Garth (cm)	C. B. Dement Mrs. C. B. Dement (cl)	Bruce Bucy H. E. Bucy (j)

TEXAS

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ABILENE 23,175	News (m) 10,171 Reporter (e) 7,884 Combined daily (me) 18,055 Sunday edition (S) 14,462	.08 .08	.065	(D) (AP,UP,INS) (†) (140)	Reporter Pub. Co., Inc. Bernard Hanks, Pub. & Pres.	Frank Grimes Max Bentley	Josephine Heavenhill Harold L. Anderson (sp)	Bernard Hanks (gm-bm) Geo. W. McDaniel, Jr. (cm)	Manley Hanks Carl L. Fowler (n) H. F. Trantham (cl)	John Leonard
AMARILLO 43,132	News (m) 23,201 Globe (e) 10,917 Combined daily (me) 33,118 Sunday edition (S) 30,176	.15 .15	.13	(I-D) (AP,UP) (†) (140)	Globe-News Pub. Co. Gene Howe, Pub.	Gene Howe J. E. Johnson	Wes Izzard Jerry Malin (sp) T. E. Johnson (Su)	Wilbur C. Hawk Norris Ewing (asst-mgr) Chas. Underwood (cm)	W. T. Stansberry Norris Ewing (n) Ridgway Zelly (cl)	Roy Cline
ATHENS 4,342	Review (e) 800	.021	....	(D) (J) (none)	R. T. Craig & A. M. Barnes, Pubs.	R. T. Craig	Walter Robinson Willard Bright (sp)	A. M. Barnes (gm-bm) Myrtle Hable (cm)	A. M. Barnes	J. H. Lusk
AUSTIN 53,120	American (m) 13,604 Statesman (e) 11,510 Combined daily (me) 25,314 Sunday edition (S) 21,726	.11 .11	....	(D) (AP,UP,INS,US) (†) (20).	American Pub. Co.	Charles E. Marsh Ray E. Lee (me-m) Chas. E. Green (me-e)	A. S. Hopkins (sp-m) Homer Olson (sp-e)	Louis N. Goldberg (bm) C. C. Moore (cm)	John H. Keen George Rowley (n) Fred E. Graham (cl)	Paul Butcher
BAY CITY 4,070	Tribune (e) 763	.02	....	(D) (27)	Tribune Ptg. Co.	Carey Smith				
BEAUMONT 57,732	Enterprise (m) 20,247x Journal (e) 15,466x Combined daily (me) 35,713x Sunday edition (S) 31,850x	.13 .13	....	(D) (AP,UP,US) (†) (7)	Enterprise Co. J. L. Mapes, Pub. & Pres.	Alfred Jones S. P. Etheredge (me-m) W. W. Ward (me-e)	Robert W. Aker (ce-m) W. W. Ward (ce-e) Vin Burke (sp-m) Bill Scurlock (spe)	J. L. Mapes M. C. Hoffmeister (bm) E. C. Davis (cm)	W. W. Watson C. T. Sargent (n) Harold Riley (cl)	
BIG SPRINGS 13,735	Herald (e) 3,100 Sunday edition (S) 3,100	.03 .03	....	(I-D) (AP) (140)	Big Springs Herald, Inc. Joe Galbraith, Pres.	Wendell Bedichek	Wendell Bedichek M. J. Williamson (sp) Wendell Bedichek (Su)	Joe Galbraith (gm-bm) W. D. Willbanks (cm)	Glen D. Guilkey M. K. House (cl)	W. E. Garbro
BONHAM 5,655	Favorite (e) 1,539	.018	....	(D) (AP) (J) (none)	H. A. McDougal	Ashley Evans	C. R. Inglish	H. A. McDougal	H. A. McDougal (n)	Dick Higgins (j)
BORGER 6,532	Herald (e) 3,973 Sunday edition (S) 3,973	.035 .035	.032	(I) (AP) (J) (140)	Nunn-Warren Pub. Co., Inc. J. L. Nunn, Pres.	J. C. Rothwell	John Hampton (ce-sp)	J. C. Phillips (gm-bm) Jack Childress (cm)	T. L. Wright Stewart Dunaway (cl)	Joe Grieves S. Henry (j)
BRECKENRIDGE 10,469	American (e) 3,690 Sunday edition (S) 3,690	.04 .04	.028	(D) (UP) (J) (140)	American Pub. Co. E. Hinrichs, Pub. E. S. Fentress, Pres.	R. C. Campbell	R. C. Campbell (sp)	E. Hinrichs (gm-bm) Elizabeth Brantley(cm)	E. Hinrichs L. Hathcox (n-cl)	Donald Pyle N. M. Saunders (j)
BRENHAM 6000	Banner-Press (e) 1,040	.015	.015	(D) (UP)(J) (none)	T. C. Blake, Pub. Banner Pub. Co. Edwin Hohlt, Pres.	Ruby Robertson		T. C. Blake	T. C. Blake (n)	Chas. Schoedel
BROWNSVILLE 22,021	Herald (e) 7,513 Sunday edition (S) 10,000	.05 .05	....	(I-D) (AP) (†) (140)	Herald Pub. Co. Ralph L. Buell, Pub.	Ralph L. Buell	Dan Fowler Hal Eustace (sp)	F. E. Bullock (cm)	R. E. Carpenter A. A. Oxford (cl)	Dick Cooper
BROWNWOOD 12,789	Bulletin (e) 3,873	.035	.025	(I) (AP,UP) (J) (none)	Mayes Ptg. Co.	Jas. C. White	D. K. Doyle Bruce Francis (sp)	H. F. Mayes (gm-bm) A. D. Murphy (cm)	L. Aiton J. H. Mayes (n) Eva Morris (cl)	Matt R. Moore R. Bonser (j)
BRYAN 7,814	Eagle (e) 1,540	.025	....	(D) (AP) (J) (140)	Eagle Ptg. Co. Mrs. Lee J. Rountree, Pres.		Jas. Whaley	Mrs. L. J. Rountree	P. O. Tardy	
CENTER 2,511	News (e) 1,428	.025	.02	(D) (UP) (†) (J) (140)	News-Champion Pubs.	Joe B. Foster		Tom E. Foster Harley Parker (cm)	Tom E. Foster	Lon G. Price
CHILDRESS 7,163	Index (e) 2,948 Sunday edition (S) 2,948	.03 .03	....	(D) (AP) (J) (140)	James L. Martin	James L. Martin Jimmie Martin	Jimmie Martin (ce-sp)	P. A. Glanville (gm-bm) Ila Martin (cm)	P. A. Glanville Ila Martin (cl)	Frank Duna
CISCO 6,027	News (e) 3,131 Sunday edition (S) 3,131	.03 .03	....	(I-D) (UP) (140)	Cisco P. & P. Co.	B. A. Butler		W. H. LaRoque (bm) Lloyd LaRoque (cm)	W. H. LaRoque	
CLEBURNE 11,539	Times-Review (e) 4,101 Sunday edition (S) 4,101	.04 .04	....	(I) (UP) (140)		J. Lawrence Dean		Eugene Poole (bm) W. R. Rust (cm)		
COMMERCE 4,267	Journal (ES) 3,030	.035	....	(D) (INS) (†) (J) (none)	Hart Brothers					
CORPUS CHRISTI 27,741	Caller (m) 5,451x Times (e) 3,554x Combined daily (me) 9,005x Sunday edition (S) 7,878x	.06 .06	....	(I-D) (AP,UP) (†) (140)	Caller-Times Pub. Co. Grady Kinsolving, Pub. & Pres.	Grady Kinsolving Victor O. Cook	Victor Herold & Clark Aten (ce) Bishop Clements (sp)	Grady Kinsolving Conway C. Craig (bm) Harry McNeil (cm)	V. D. Ringwald Jean Blake (n) R. W. Jacobs (cl)	George Blevins
CORSICANA 15,202	Sun (e) 4,380	.035	.035	(D) (AP) (†) (140)	Sun-Light Pub. Co. Wortham & Martin, Owners.	L. A. Wortham	Sidney Story Paul Moore (sp)	Lowry Martin R. P. McEntire (cm)	Boyce Martin Dave Levy (cl)	H. T. Robinson
CUERO 4,727	Record (e) 1,152 Sunday edition (S) 1,197	.015 .015	.02	(I-D) (UP) (J) (28)	Cuero Pub. Co., Inc. J. C. Howerton, Pub.	J. C. Howerton J. P. Bridges	Harry C. Putman Mrs. Carl Gramann (Su)	J. W. Howerton	J. W. Howerton Mrs. Jack Howerton (cl)	H. L. Mueller
DALLAS 260,475	Dispatch (e) 41,658	.10	.065	(I) (UP) (20-46)	Dallas Dispatch Co. Alfred O. Andersson, Pres.	Lewis W. Bailey Glenn Pricer	Ira O. Welborn Ben A. Hill (sp)	Clyde Melton (bm) W. E. Mitchell (cm)	Laurence Melton Russell Whitson (cl)	Earl Moore
	News (m) 92,131 Journal (e) 43,991 Combined daily (me) 136,122 Sunday edition (S) 103,567	.20 .15 .27 .25	....	(I-D)(AP,UP)(mer)(†)(J) (153)	A. H. Belo Corp. G. B. Dealey, Pres.	Dr. J. Q. Dealey John E. King (m) H. C. Withers (e)	T. H. Barrett (ce-m) W. W. Trust (ce-e) George White (sp-m) M. Mahoney (sp-e) E. M. Dealey (Su)	G. B. Dealey E. B. Doran (bm) Jack Estes (cm)	R. M. Buchanan (loc.) H. D. Guy (n) J. R. Ross (cl)	L. T. Deputy Pope Armstrong (j)
	Times Herald (e) 64,221 Sunday edition (S) 63,230	.17 .17	.10	(I) (AP,INS,US) (†) (7)	Times-Herald Pub. Co. Edwin J. Kiest, Pres.	Tom C. Gooch Allen Marriam	E. K. Meade Jere R. Hayes (sp) E. K. Meade (Su)	Tom C. Gooch R. R. Mickleberry (cm)	Albert Swinsky, Jr. (adv-dir) J. W. Runyon Leon K. Reynolds (n) Walter Lehman (cl)	E. A. Harris

(*Continued on page 94*)

Star-Telegram

space carries the lowest flat milline rate in - - - -

TEXAS!

★ 135,835 daily circulation will carry your message into a responsive market for the lowest flat milline cost of any Texas paper.

Into a market whose population has increased 30.9% since 1920. A market whose population of 1,889,396 is 96% native born white; whose farmers own a greater percentage of their places than any other section of the south; whose per capita purchasing power is almost double that of the Cotton Belt at large; whose motor car registrations have increased 365% in the last ten years.

Fort Worth itself has almost twice the percentage of incomes over $1800.00 than the country as a whole. Its index of spendable income per capita as shown by Sales Management's recent survey is 150.1 . . . . . topping the list of Texas cities and half again as great as the national average. Building activities planned for Fort Worth in 1932 total over $18,860,000.00.

Over 1100 cities and towns are reached in West Texas by the Star-Telegram. Its circulation is greater than the combined total of any other four newspapers in the territory. And "Star-Telegram carries the lowest flat milline rate in Texas."

Invest your advertising dollars in a territory that is going forward . . . building . . . working . . Buying . . . Forth Worth and West Texas.

FORT WORTH STAR-TELEGRAM

MORNING — AMON G. CARTER, PRES. AND PUBLISHER

EVENING

SUNDAY — A. L. SHUMAN, VICE PRES. AND ADV. MGR.

The Star-Telegram will:

Make special surveys on any product or products in any classification before the campaign to determine the nature and extent of the campaign to obtain the best results. Furnish route lists to all salesmen who are obtaining distribution or making sales of merchandise advertised in the Star-Telegram. Mail out letters or broadsides to the trade only when the advertiser pays the cost of printing and postage. The stationery and mailing lists are furnished free and also the work in folding, stamping, sealing, etc.

The Star-Telegram will not perform any merchandising functions which it believes belong to the manufacturer's or jobber's salesmen, such as: Selling merchandise to obtain an advertising campaign. Distributing advertising material to dealers, installing window displays.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DEL RIO	News	....	....			H. R. Horton			W. W. Gaines	
11,693	(e)	.03	....	(I) (UP) (J) (none)		J. Travelstead				
DENNISON	Herald									
13,850	(e) 5,816	.035	.03	(D) (AP) (†) (140)	Herald Pub. Co.	H. C. Shelby	J. W. Greep	J. Lee Greer	F. A. Heral	W. T. Wingo
	Sunday edition				J. Lee Greer, Pres.	J. Lee Greer	R. M. Gray (sp)	W. J. Winkler (cm)	J. L. Greer (n)	
	(S) 5,816	.035	....				Claude Easterly (Su)			
DENTON	Record-Herald									
9,587	(e) 2,160x	.025	.025	(D) (AP) (†) (140)	Record-Chronicle Co., Inc.	R. J. Edwards	Alfred Evans (sp)	R. J. Edwards	J. S. Fowler	B. E. Drake
					R. J. Edwards, Pres.	L. A. McDonald		Lee R. McDonald (bm)	Lee R. McDonald (n)	
								C. A. Hogan (cm)	J. H. Bradford (cl)	
EAGLE PASS	Guide									
5,059	(e) 1,100	.018	....	(D) (AP) (J) (3)	L. M. Huffman	C. C. Huffman		L. M. Huffman		
EASTLAND	Telegram									
4,648	(e)	.03	....	(D) (UP) (J) (140)	W. Murray	W. H. Mayes, Jr.		F. D. Hicks	G. Manning	
	Sunday edition									
	(S)	.03	....							
EDINBURG	Valley Review									
4,821	(m) 4,627	.035	.025	(D) (AP) (†) (J) (140)	Review Ptg. Co.	M. McIlhenny (me)		M .McIlhenny	John C. McWhorter	Kurt Flack
					M. McIlhenny, Pres.				N. A. Saner (cl)	
EL PASO	Herald-Post									
102,436	(e) 28,917	.11	....	(I) (AP,UP) (†) (128)	John Frierson	Wallace Perry	Gerald Dailey	John Frierson (bm)	Paul R. Beedle	George Krupp
						Chester Chope	Robert Ingram (sp)	G. E. Peer (cm)	Ralph R. Wheeler (n)	
									James Hacker (cl)	
	Times									
	(m) 14,879	.07	....	(D) (AP,UP) (†) (E) (81)	El Paso Times, Inc.	H. S. Hunter	Bill Hooten	Dorrance D. Roderick	Val P. Lawrence	Phil Eickmann
	Sunday edition				Dorrance D. Roderick, Pub.		Paxton Dent (sp)	(gm-bm)	M. C. Seamon (n)	
	(S) 19,579	.07	....		& Pres.			C. B. McCauley (cm)	Carl Dunbar (cl)	
ENNIS	News									
7,069	(e) 1,150	.018	....	(I) (AP) (J) (none)	United Pub. Co.	J. M. Weekley	Emma Jean Sims	G. G. Dunkerley	G. G. Dunkerley	G. Maddux
					G. G. Dunkerley, Pres.	G. G. Dunkerley	Chloma Weekley (sp)			C. A. Nowlin (j)
FORT WORTH	Press									
163,447	(e) 44,434	.10	....	(I) (UP) (†) (128)	Fort Worth Press Co.	Edwin D. Minteer	L. A. Wilke	Earle J. Gaines (bm)	A. G. Norment	Ramond Richardson
					Earl J. Gaines, Pres.	Herbert D. Schultz	H. H. Boone (sp)	R. D. Overand (cm)	J. A. Folts, Jr. (n)	
									C. T. Galloway (cl)	
	Star-Telegram									
	(m) 85,554	....	....							
	Star-Telegram									
	(e) 50,281	....	....							
	Combined daily									
	(me) 135,835	.29	....							
	Sunday edition									
	(S) 106,649	.29	....	(I-D) (AP,INS,CP,NYT,CT)	Carter Publications, Inc.	James M. North, Jr.	Harold Banks (ce-m)	Amon G. Carter	A. L. Shuman	Gus Lundberg
				(mer) (†) (E) (none)	Amon G. Carter, Pub &	James R. Record	N. A. Stedman, Jr. (ce-e)	B. N. Honea (bm)	I. J. Newton, Jr. (n)	
					Pres.		Flem Hall (sp)	H. V. Hough (cm)	H. V. Planck (cl)	
	Morning & Sunday									
	(mS)	.46	....							
	Evening & Sunday									
	(eS)	.40	....							
GAINESVILLE	Register									
8,915	(e) 2,400	.03	....	(D) (AP) (141)	Register Ptg. Co., Inc.	J. M. Leonard	Morton Smith	J. T. Leonard (gm-bm)	C. H. Leonard	
					J. T. Leonard, Pres.		Robert Cooke (sp)	Albert Dickerman (cm)		
GALVESTON	News									
52,938	(m) 9,521x	....	....							
	Tribune									
	(e) 9,153x	....	....							
	Combined daily									
	(me) 18,674x	.10	.08							
	Sunday edition									
	(S) 13,044x	.10	....	(I-D) (AP,UP) (†) (J) (18)	News Pub. Co.	E. L. Wall (m)	Julius W. Jockusch, Jr.	Louis C. Elbert	W. R. Roberts	Joe Melina
					W. L. Moody, Jr., Pub. &	Hy Grizzard (e)	Sam Hunter (sp)	August Weber (cm)		
					Pres.	Silas B. Ragsdale (me)				
GILMER	Mirror									
1,963	(e) 815	.018	.018	(D) (AP) (J) (none)	Tucker & Laschinger	George Tucker		R. H. Laschinger	Mary Grizzard	E. N. Laschinger
GONZALES	Inquirer								R. H. Laschinger (n)	W. Boggs (j)
3,895	(e) 708	.018	.014	(D) (UP) (J) (none)	Mrs. Henry Reese, Jr.	Henry Reese		Henry Reese (gm-bm)		
GOOSE CREEK	Tri-Cities Sun									
14,242 (inc. Baytown & Pelly)	(e) 2,331	.035	.03	(I) (UP) (J) (140)	W. L. Pendergraft	Robt. Matherne	Robt. Matherne	W. L. Pendergraft	Roy J. Kiser	C. T. Ristine
							Jimmie Clark (sp)			
GREENVILLE	Banner									
12,407	(e) 7,791	.03	....	(D) (AP) (140)	F. E. Horton			F. E. Horton		
	Herald									
	(m) 7,780	.03	.03	(D) (AP) (†) (52)	T. R. Poole, Pub.	T. R. Poole	J. B. Briscoe	T. R. Poole	W. C. Poole, Jr. (n)	M. Wolfe
	Sunday edition				L. A. Clark, Pres.	W. C. Poole, Jr.		W. C. Poole, Jr. (bm)	Gladys Poole, (cl)	
	(S) 7,780	.03	.03					Gladys Poole (cm)		
HARLINGEN	Valley Star									
12,124	(m) 5,142	.04	....	(D) (AP) (†) (140)	Star Pub. Co.	H. Plenn (me)		B. I. Martin (bm)	T. R. McDaniel (n)	C. L. Wright
	Sunday edition									
	(S) 5,142	.04	....							
HENDERSON	News									
2,932	(e) 2,185	.04	.03	(I) (UP) (†) (J) (140)	News Pub. Co.	Geo. W. Bowman	J. W. Harris	Geo. W. Bowman	F. M. Rucker	E. M. Coolidge
	Sunday edition				D. R. Harris, Pres.		E. S. Harris (sp)	T. N. McCarty (bm)	Geo. W. Bowman (n)	W. R. Harris (j)
	(S) 2,185	.04	....					A. H. Gardner (cm)	Leroy Garrison (cl)	
HILLSBORO	Mirror									
7,823	(e) 1,398	.017	.017	(D) (AP) (†) (J) (140)	Texas Novelty Adv. Co.	J. C. Butts	J. F. Merrow (ce-sp)	H. S. Blount (cm)	R. A. Douglas (cl)	E. O. Hughes
HOUSTON	Chronicle									
292,352	(e) 83,784	.18	....	(I-D) (AP,INS) (*Su) (†) (E)	Houston Chronicle Pub. Co.	W. O .Huggins	M. E. Walter	C. J. Palmer (bm)	Wm. Joseph	W. B. Nail, Sr
	Sunday edition			(15-11)	Jesse H. Jones, Pub. & Pres.	G. W. Cottingham	C. Tips (sp)	Steve Keton (asst-bm)	R. W. McCarthy (n)	
	(S) 91,606	....	....					E. C. White (cm)	J. H. Butler (cl)	
	Post-Dispatch									
	(m) 72,197	.17	....	(I-D) (AP,UP) (†) (J) (E) (7)	Houston Ptg. Co.	W. P. Hobby	E. Barnes	Chas. C. Maes	A. M. Cohen	C. G. Manuel
	Sunday edition				R. S. Sterling, Chm., Bd.	Max H. Jacobs	L. G. Gregory	A. E. Clarkson (bm)	O. M. Lowe (n)	
	(S) 77,588	.17	....		W. P. Hobby, Pres.			L. E. Brumleu (cm)	M. S. Schwartz (cl)	
	Press									
	(e) 50,034	.13	.08	(I) (UP) (E) (128)	Houston Press Co.	M. E. Foster	Royal Roussel	R. D. Henderson (bm)	R. L. Powers	H. G. Jamieson (cm)
					Ralph D. Henderson, Pres.	E. M. Pooley	Ralph Anderson (sp)	A. T. Lawson (cm)	Harry Herzog (n)	E. C. George (press)
									Earl Gressmer (cl)	F. W. Ludtke (stereo)
KAUFMAN	Herald									
2,279	(e) 793	.018	.018	(D) (J) (none)	L. E. & Jack Callan	L. E. & Jack Callan				L. E. Callan
KILGORE	News									
20,000 (est.)	(e) 3,200	.03	....	(D) (UP) (†) (J) (140)	News-Champion Pubs.	Eugene E. Brown	Harold Billberg (sp)	Tom E. Foster	Alger Jones	Grady Keasler
								Alger Jones (bm)		
								A. L. Bynum (cm)		
LAMPASAS	Leader									
2,709	(e)	.011	....	(D) (J) (none)	J. H. Abney & Son			J. H. Abney (bm)	H. J. Abney	
								H. J. Abney (cm)		
LAREDO	News									
32,618	(m) New daily	.04	.03	(D) (US) (J) (none)	Austin Ellis	Robert J. Harris (me)	R. J. Harris	Austin Ellis	Claud Curtis	C. H. Hudson
	Sunday edition						R. Arizo (sp)	H. Randolph (cm)	C. Peralta (n)	
	(S)	.04	.03				W. J. Johnson (Su)		W. J. Rice (cl)	
	Times									
	(e) 6,042	.05	....	(I) (AP) (mer) (†) (140)		Chas. M. Hall	Chas. M. Hall (Su)	A. C. Brooks (cm)	F. M. Shaver	J. G. Watt
	Sunday edition									
	(S) 6,042	.05	....							
LONGVIEW	Journal									
5,036 (18,000 est.)	(m) 1,772	....	....							
	News									
	(e) 4,432	....	....	(I) (AP,UP) (†) (J) (140)	Longview News Co., Inc.	C. E. Faulk (m)	Earnest Watson	C. E. Faulk	Johnnie Jones	H. E. Watson
	Combined daily				C. E. Faulk, Pub.-Pres.	S. A. Parker (e)	M. Hollingsworth (sp)	C. F. Worthen (bm)	C. F. Worthen (n)	
	(me) 6,204	.05	.045			Earle Watson (me-m)	Duke Wellington (Su)	O. Hinton (cm)	Mrs. S. A. Parker (cl)	
	Sunday edition					Duke Wellington (m-e)				
	(S) 5,320	.05	....							
LUBBOCK	Avalanche									
20,612	(m) 6,634	....	....							
	Journal									
	(e) 5,837	....	....	(I-D) (AP) (†) (140)	Avalanche-Journal Pub. Co.	Chas. A. Guy	Chas. W. Ratliff	Parker F. Prouty (gm-bm)	Hugh R. Norman	Roy S. Watts
	Combined daily				Chas. A. Guy, Pub.-Pres.		Collier Parris (sp)		Lucile B. Smith (n)	
	(me) 12,471	.06	....				Vestal Lott (Su)	E. Paul Carter (cm)	J. Allan Moses (cl)	
	Sunday edition									
	(S) 10,667	.06	....							

(*Continued on page 95*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl .Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LUFKIN 7,311	News (e)	.014	....	(D) (AP) (J) (none)	Watford-Binion Ptg. Co., Inc.			G. E. Watford (bm) W. C. Binion (cm)	G. E. Watford	
McALLEN 9,074	Press (e) 1,850	.025	....	(I) (INS) (J) (none)	C. C. McDaniel			C. C. McDaniel		
	Sunday edition (S) 1,850	.025	....							
McKINNEY 7,307	Courier-Gazette (e) 1,753	.018	....	(D) (J) (†) (none)	Perkins & Wilson	Walter B. Wilson (me)	D. W. Bagnill	W. B. Wilson	Chas. W. Graves J. M. Foster (n)	R. P. Jones R. Myrick
MARLIN 5,338	Democrat (e) 2,490	.022	.022	(D) (AP) (J) (none)	J. M. Kennedy	J. M. Kennedy	Raymond Barnett (ce-sp)	J. M. Kennedy (gm-bm)	Roy Eddins Roy Eddins (cl)	J. M. Kennedy
MARSHALL 16,203	News (m) 4,549	....	....	(D) (UP) (J) (140)	News Messenger Pub. Co. Joe Herrin, Pres.	Joe Herrin		Hal Winsborough (bm)	Hal Winsborough	W. L. Parker
	Messenger (e) 3,396	....	....							
	Combined daily (me) 7,945	.045	.045							
	Sunday edition (S) 4,549	.045	....							
MART 2,853	Herald (e)	.014	....	(I-D) (AP) (none)	J. L. Spencer	J. L. Spencer				J. E. Vandersmith
MEXIA 6,579	News (e) 4,546	.04	.03	(D) (UP) (J) (none)	News Pub. Co. W. K. Boyd, Pub.-Pres.	B. H. Broiles		W. K. Boyd	C. L. Tatum Miss Willie M. Stewart (cl)	P. J. Bound
	Sunday edition (S) 4,546	.04	....							
MIDLAND 5,484	Reporter-Telegram (e) 2,653	.03	.025	(I) (AP,UP) (J) (140)	Midland Pub. Co. T. Paul Barron, Pub.-Pres.	T. Paul Barron	R. C. Hankins (ce-sp)	T.Paul Barron (gm-bm). H. A. Roundtree (cm)	T. Paul Barron Jas. P. Harrison (n-cl)	Duard E. Scott Jas. P. Harrison (j)
	Sunday edition (S) 2,653	.03	....							
MINERAL WELLS 5,986	Index (e) 3,003	.03	....	(I) (UP) (†) (J) (140)		W. P. Camerson		W. P. Camerson Mrs. Emma Dunbar (cm)		W. C. Cox
	Sunday edition (S) 3,003	.03	....							
MT. PLEASANT 3,541	Times (e) 500	.014	....	(D) (J) (none)	P. R. Masters	P. R. Masters				
NACOGDOCHES 5,687	Sentinel (e) 1,480	.018	....	(D) (AP) (none)	Giles M. Haltom	H. C. Fuller, Sr.	E. W. Spradley	G. M. Haltom	R. R. Haltom	G. B. Engledow
NAVASOTA 5,128	Examiner (e) 1,972	.021	....	(D) (INS) (none)	Spears & Whitten					G. T. Spear, Jr.
ORANGE 7,905	Leader (e) 1,230	.03	.023	(D) (AP) (20)	Orange Leader Pub. Co. J. S. McBeath, Pub.-Pres.	A. F. Burns J. S. McBeath	Dan Cable	J. B. Quigley (bm-cm)	J. B. Quigley	W. A. Steidley
	Sunday edition (S) 1,230	.03	....							
PALESTINE 11,445	Herald (e) 3,243	.03	.03	(I) (AP) (†) (J) (140)	W. M. & H. V. Hamilton	W. M. Hamilton Lamar Hamilton	Franklin Bradford (ce-sp)	W.M.Hamilton (gm-bm) Van A. Hamilton (cm)	Lamar Hamilton W. M. Hamilton (n) H. V. Hamilton (cl)	Gordon Steel Willis Adams (j)
	Press (m) 3,279	.03	.03	(I) (UP,CPA) (†) (J) (103-4)	C. S. Woodson	Ernest Jones		C. S. Woodson (gm-bm) I. Fender (cm)	Mrs. C. C. Woodson (n) Blanche Reeves (cl)	Fred Smith C. Brown (j)
PAMPA 10,470	News (e) 3,875	.04	.041	(I) (AP) (J) (140)	Nunn-Warren Pub. Co., Inc. J. L. Nunn, Pres.	Olin E. Hinkle	Harry E. Hoare (sp) Olin E. Hinkle (Su)	David M. Warren R. S. Brashears (bm) Harry C. Jones (cm)	Philip R. Pond R. S. Brashears (n)	Paul P. Smith C. W. Parker (j)
	Sunday edition (S) 4,357	.04	....							
PARIS 15,649	Dinner Horn (e) (free circl.)	.042	.035	(D) (UP) (52)	Walter E. Boyd Pub. Co. Walter E. Boyd, Pres.	Carey H. Snyder		Walter E. Boyd M. Boyd Antoine (bm-cm)	W. F. Huddleston M. Boyd Antoine (n)	F. M. Ellis
	News (m) 6,312	.04	.04	(I-D) (AP) (mer) (†) (140)	North Texas Pub. Co. A. G. Mayse, Pub.-Pres.	John H. Purnell	H. R. Cox W. N. Furey (sp)	A. G. Mayse Reagan Hurt (bm) J. W. Ivy (cm)	J. Riley Cross Reagan Hurt (n) Raymond Dixon (cl)	Joe T. Wooten
PLAINVIEW 8,834	Herald (e) 4,536	.042	.046	(R) (AP) (J) (140)		H. S. Hilburn		E. Q. Perry (bm) A. R. Nisbet (cm)	E. B. Miller	R. A. Rodgers
	Sunday edition (S) 4,536	.042	....							
PORT ARTHUR 50,902	News (e) 8,971x	.06	.06	(I-D) (AP,UP) (†) (20)	News Pub. Co.	J. E. Day R. O. Zollinger	Ted Hutchinson Shep Sheppard (sp)	J. E. Day H. Nogle (cm)	J. R. Sadler Angus McDonald (cl)	
	Sunday edition (S) 9,213x	.06	....							
RANGER 6,200	Times (e) 2,918	.03	.035	(D-I) (UP) (J) (140)	Times Pub. Co. Walter Murray, Pub.	W. H. Mayes, Jr.		F. D. Hicks O. S. Driskill (cm)	G. W. Manning O. S. Driskill (n-cl)	F. D. Hicks
	Sunday edition (S) 2,918	.03	....							
SAN ANGELO 25,308	Times (m) 10,141	....	....	(D) (AP,UP) (†) (140)	San Angelo Standard, Inc. Houston Harte, Pub.-Pres.	Dean Chenoweth	George Kunkel Blondy Cross (sp) Ruby Lewis (Su)	Houston Harte Herbert Taylor (bm) Minor Shutt (cm)	A. D. Scobey Alba McCreary (n)	Ben F. Roster
	Standard (e) 5,431	....	....							
	Combined daily (me) 15,572	.07	.05							
	Sunday edition (S) 14,219	.07	....							
SAN ANTONIO 231,542	Express (m) 41,791	....	....	(I-D)						
	News (e) 39,292	....	....	(I)						
	Combined daily (me) 81,083	.20	.18	(AP,(CP) (mer) (†) (E) (18).	Express Pub. Co. Frank G. Huntress, Pres.	M. M. Harris A. W. Grant (me-m) A. W. Walliser (me-e)	Ed. J. Spill (ce-m) Ben Baines (ce-e) F. M. Mosebach (sp-m) Marville Gill (sp-e) George Witting (Su)	Frank G. Huntress Alex N. Bowers (bm) Wm. P. Allen (cm)	J. B. Higdon (loc.) John E. McComb (n) H. W. Connell (cl)	
	Sunday edition (S) 41,791	.20	....							
	Light (e) 46,251x	....	....	(I) (AP,INS,US) (mer) (†) (12-131) (140)	Light Pub. Co. Wm. M. McIntosh, Pub. W. R. Hearst, Pres.	Wm. M. McIntosh N. Dwight Allison	J. F. Nolan Harold Sherwits (sp) S. W. Woolford (Su)	Wm. M. McIntosh C. L. Buchanan (bm) Edmund Campbell (cm)	Bernard J. Horner Chas. Trueter, Jr. (cl)	
	Sunday edition (S) 74,078x	....	....							
SAN BENITO 10,789	Light (e) 1,603	.025	.02	(I-D) (UP) (J) (27)	San Benito Pub. Co. W. D. Holland, Pub.-Pres.	W. D. Holland Dodd Vernon	Dodd Vernon (ce-sp)	W. D. Holland	A. D. Bowie W. D. Holland (n)	W. C. Longmire
SHERMAN 15,745	Democrat (e) 5,626x	.04	.036	(D) (AP) (mer) (†) (140)	Sherman Democrat, Inc. G. L. Wilcox, Pres.	E. J. Parker J. Newell Johnston	Ted Bomar E. L. Callihan (sp) J. Newell Johnston (Su)	G. H. Wilcox J. H. McReynolds (bm) H. A. Padon (cm)	E. M. Hampton Beatrice Baxter (n) Corinne Simpson (cl)	H. A. Mabry
	Sunday edition (S) 5,732x	.04	....							
SULPHUR SPRINGS 5,417	News-Telegram (e) 2,012	.02	.02	(D) (AP) (†) (J) (141)	J. S. & Eric Bagwell	John S. Bagwell	John S. Bagwell L. McLarry (sp)	Eric Bagwell Howard Myers (cm)	Eric Bagwell	E. R. Chamberlain Eric Bagwell (j)
	Sunday edition (S) 2,012	.02	....							
SWEETWATER 10,944	Reporter (e) 2,800	.032	.032	(D) (UP) (140)	Sweetwater Reporter, Inc. Millard L. Cope, Pres.	Millard L. Cope		Millard L. Cope Mrs. Ruby Williams (bm-cm)	John T. Thomson	Lee W. Pettit
	Sunday edition (S) 2,800	.032	....							
TAYLOR 7,663	Press (e) 4,164	.035	....	(D) (UP) (140)	Taylor Press Co. Geo. B. Peeler, Pres.	Geo. B. Peeler	M. Schonerstedt Marvin Bugg (sp) Mrs. Ruth Lancaster (Su)	Geo. B. Peeler Jack Lewis (bm) L. Nachlinger (cm)	Jack Lewis L. Meister (n) Margaret Schonerstedt (cl)	Clyde Rateliff
TEMPLE 15,345	Telegram (m) 8,156	.06	....	(I) (AP) (140)	Telegram Pub. Co. Ward C. Mayborn, Pub.-Pr.	Walter R. Humphrey	M. Allen Baker C. E. McClelland (sp)	Frank W. Mayborn Thos. D. Arbuckle (cm)	Cleveland R. Williams Donald W. Mayborn (n-cl)	J. B. Smith
	Sunday edition (S) 8,546	.06	....							
TERRELL 8,706	Tribune (e) 3,609	.03	.03	(I) (UP) (none)	Tribune Pub. Co. W. C. Porter, Pres.	E. Y. Horn Fred I. Massengill	H. Galbraith Wilbur Haggerty (sp)	Fred I. Massengill Pollard Runnels (cm)	H. Galbraith Fred I. Massengill (n) S. O. Chambers (cl)	Grady Ward
TEXARKANA 27,365	Gazette (m) 11,785x	....	....	(I) (AP) (140)	Texarkana Gazette Co. D. W. Stevick, Pub.-Pres.	D. W. Stevick Henry Humphrey	Virgil Beck George Douthet (sp)	J. A. McDermott (bm-cm) G. W. Spaulding (cm)	G. W. Spaulding	C. H. Boyd
	News (e) 4,821x	....	....							
	Combined daily (me) 16,606x	.08	....							
	Sunday edition (S) 12,135x	.08	....							
	Press (e) 3,613	.04	....	(20)	Chas. H. Newell	Chas. H. Newell		Ralph Sorrels (cm)	Stanley Irvine (n)	

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man,.	Mech. Supt. Job Supt.
TIMPSON	Times									
1,545	(e)	.011	....	(D) (3)	Timpson Ptg. Co.	T. J. Molley				
TYLER	Telegraph									
17,113	(m) 6,133	....	....	(I) (AP,UP) (†) (J) (140)	T. R. Butler Estate	Carl L. Estes	M. T. Lemons Floyd Aten, Jr. (sp) J. S. Payne (Su)	Carl L. Estes J. F. Donahue (bm) Roy C. Owens (cm)	J.F.Donahue(ad-dir) Alton Johns (loc) J. F. Donahue (n) Tom Martin (cl)	A. V. Smith John Burnett (j)
	Courier-Times									
	(e) 4,680	....	....							
	Combined daily									
	(me) 10,813	.06	.05							
	Sunday edition									
	(S) 4,680	.06	....							
VERNON	Record									
9,137	(e) 3,315	.035	.03	(D) (AP) (J) (52)	Vernon Record, Inc. R. H. Nichols, Pub. J. P. King, Pres.	R. H. Nichols W. D. Dixon	W. D. Dixon	R. H. Nichols (gm-bm).	Ernest A. Vernon	A. C. Smith J. A. Baird (j)
WACO	News-Tribune									
52,848	(m) 17,799	....	....	(D) (AP,UP,INS,US) (†) (20)	Southern Pub. Co. E. S. Fentress, Pres.	Frank Baldwin A. W. Van Struve & E. J. Walthal (me-e)	Tom Caufield Jinx Tucker (sp)	S. D. Jones (gm-bm) W. D. Wolf (cm)	W. A. Little H. M. Fentress (n) E. J. Martin (cl)	W. R. Caldwell
	Times-Herald									
	(e) 9,794	....	....							
	Combined daily									
	(me) 27,593	.12	....							
	Sunday edition									
	(S) 26,774	.12	....							
WAXAHACHIE	Light									
3,042	(e) 3,148	.032	.025	(I) (UP) (140)	Enterprise Pub. Co. J. L. Gammon, Pres.	Ed McElroy Ward Lusk	Floyd Casebolt Lester Jordan (sp) Marion Betts (Su)	Ed McElroy (gm-bm) J. A. C. Kemble (cm)	Ed McElroy Mabel Johnston (cl)	John Flowers
WEATHERFORD	Herald									
4,912	(e) 1,315	.018	....	(I) (AP) (none)	Weatherford Pub. Co.	H. E. Letson				
WICHITA FALLS	Record-News									
43,690	(m) 14,032	....	....	(D) (AP,UP,INS,US) (†) (68)	Times Pub. Co. Ed. Howard, Pres.	B. D. Donnell	Henry Fulcher (co-m) Bentley Nelson (co-e) Fred Thompson (sp-m) A. L. Parker (sp-e)	Ed Howard Rhea Howard (bm) W. E. Rutledge (cm)	Voyle N. Armstrong	
	Times									
	(e) 16,662	....	....							
	Combined daily									
	(me) 30,694	.15	.09							
	Sunday edition									
	(S) 28,232	.15	....							
YOAKUM	Herald									
5,656	(e) 1,127	.025	.025	(I) (AP) (J) (27)	H. D. Meister	C. S. Morgan H. D. Meister	C. S. Morgan DeWitt Poth (sp)	H. D. Meister (gm-bm) Leon Manning (cm)	DeWitt Poth H. D. Meister (n) Wilma Bass (cl)	Horace Wausen
	Sunday edition									
	(S) 1,127	.025	....							
	Times									
	(m)	.018	....	(D) (J) (none)	H. A. Lindenberg	H. A. Lindenberg				
	Sunday edition									
	(S)	.018	....							

UTAH

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man,.	Mech. Supt. Job Supt.
BRIGHAM CITY	Box Elder Journal									
5,300	(e) 1,760	.025	.021	(I) (UP) (J) (28)	Box Elder Journal Pub. Co. Wm. C. Call, Pres.	Wm. C. Call	Wm. C. Call	Wm. C. Call	Wm. C. Call	R. R. Channell
	Sunday edition									
	(S) 1,760	.025	....							
LOGAN	Herald-Journal									
9,979	(e)	.04	.03	(I) (UP) (J) (55)	Cache Valley Newspaper Co. Gunnar Rasmuson, Pres.	Gunnar Rasmuson Ottis Peterson	Jack Christiansen (sp).	Gunnar Rasmuson L. A. Ripplinger (cm)	R. W. Martin G. M. Hobbs (n-cl)	A. H. John, Jr. W. I. Clark (j)
(NOTE: Herald and Journal consolidated August 1. Circulation for Herald 4 months prior merger, 4,038; circulation for Herald-Journal for August-September, average paid circulation 6,391.)										
	Standard-Examiner									
	(e) 11,845	.06	.053	(I-R) (AP,UP,CP) (118-10)	J. U. Eldredge & A. L. Glasmann Mrs. J. S. Glassbrook, Pres.	D. J. Greenwell (me).	J. E. Connor & W. W. Bowman Al Warden (sp)	J. U. Eldredge, Jr. Harold F. Gale (bm) H. E. Gibson (cm)	J. Wayne Eldredge W. E. Zuppann (n) Blaine V. Glasmann (cl)	E. Grant Morris
	Sunday edition									
	(S) 12,422	.06	....							
PROVO	Herald									
14,766	(e) 4,231	.03	....	(I) (UP) (55)	Herald Corp. N. Gunnar Rasmuson	R. W. Goodell	R. E. Rasmuson	R. W. Goodell Richard Barton (cm)	J. A. Owens La Vern Harris (n) Elisabeth Gessford (cl)	Alfred Ridge
	Sunday edition									
	(S) 4,284	.04	....							
SALT LAKE CITY	Deseret News									
140,267	(e) 37,218x	.09	....	(I) (AP,INS,CP) (†) (J) (32-63)	Deseret News Pub. Co. Sylvester Q. Cannon, Pres.	Joseph G. Cannon Mark Peterson	Leslie Goates (sp)	B. F. Grant James M. Kirkham(bm) Ralph Whitney (cm)	Amos Jenkins N. Pugmire (el)	J. Harrow C. W. Birkenshaw (j)
	Tribune									
	(m) 48,944x	....	....	(I) (AP,UP,CT) (mar) (†) (E) (7-99)	Salt Lake Tribune Pub. Co. Telegram Pub. Co. J. F. Fitzpatrick, Pub. Thomas F. Kearns, Pres.	G. B. Heal G. B. Heal (me-m) Burl Armstrong (me-e)	Waide Condon (m) Frank A. Hunt (e) John C. Derks (sp-m) Frank K. Baker (sp-e)	H. F. Robinson (gm-m) A. L. Fish (gm-e) Thomas J. Mullin (bm) E. F. Baldwin (cm)	Leo L. Levin (loc.) W. O. Sessions (cl)	H. E. Glenn
	Telegram									
	(e) 18,751x	....	....							
	Combined daily									
	(me) 67,695x	.16	....							
	Sunday edition									
	(S) 69,332x	.19	....							

VERMONT

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man,.	Mech. Supt. Job Supt.
BARRE	Times									
11,307	(e) 7,171	.03	.025	(I) (AP) (92)	Barre Daily Times, Inc. Frank E. Langley, Pub-Pres.	Dean H. Perry (me)		Frank E. Langley		
BENNINGTON	Banner									
10,627	(e) 3,351	.02	015	(I) (AP) (92)	Frank E. Howe, Pub.	C. J. Kinsley	Leonard Morrison	F. E. Howe C. J. Kinsley (bm)	Chas. Hartford M. L. Beecher (n-cl)	Alfred Bushee
BRATTLEBORO	Reformer									
5,816	(e) 3,641	.02	.016	(R) (AP) (92)	Brattleboro Pub. Co. H. C. Rice, Pub., Pres.	W. A. Gilbert	W. A. Gilbert	H. E. Stockwell	H. E. Stockwell	L. R. Robinson
BURLINGTON	Free Press									
24,789	(m) 16,370	.065	....	(R) (AP) (J) (92-77)	Free Press Association W. B. Gates, Pres.	J. L. Southwick (ms)	W. B. Gates F. L. Freeman (sp)	D. W. Howe (bm)	B. D. Barlick D. W. Howe (n) R. D. Preston (cl)	J. W. Powers G. E. Little (j)
	News									
	(e) 5,498	.04	.039	(I) (AP)	H. Nelson Jackson, Pub-Pres.	Bertha Jackson H. Nelson Jackson		H. Nelson Jackson	John A. Cellar	
MONTPELIER	Argus									
7,837	(e) 3,791	.017	....	(92)	M. F. Atkins			M. F. Atkins		
RUTLAND	Herald									
17,315	(m) 13,451	.06	.036	(I-R) (AP) (92)	Herald & Globe Association Wm. H. Field, Pres. & Pub.	Howard L. Hindley	George L. Kirk	Leroy B. Noble (bm) Leo W. Harrison (cm)		
ST. ALBANS	Messenger									
8,035	(e) 3,187	.02	.017	(R) (AP) (J) (92)	St. Albans Messenger Co. J. Gregory Smith, Pres.	Donald Tobin	J. T. Walsh G. J. Godfrey (sp)	Donald Tobin S. J. Godfrey (cm)	D. H. Hill Donald Tobin (n)	W. H. Collins C. E. Shannon (j)
ST. JOHNSBURY	Caledonian-Record									
9,696	(e) 5,006	.025	.017	(I-R) (AP) (92)	Herbert A. Smith, Pres. & Pub.	Herbert A. Smith	Harold E. Rockwell Russell A. Wheelock(sp)	Herbert A. Smith Louis W. Remick (cm)	Neal W. Phillips Ruth A. Skinner (n) Russell A. Wheelock (cl)	Glenn Perry

VIRGINIA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man,.	Mech. Supt. Job Supt.
ALEXANDRIA	Gazette									
24,149	(e) 5,154	.04	....	(D) (UP) (J) (40)	Alexandria Gazette Corp. C. C. Carlin, Jr., Pres.	C. C. Carlin, Jr. J. W. Tulloch	M. T. Dwyer F. Pettitt (sp)	C. C. Carlin, Jr. E. O. Rammell (cm)	J. L. Reenstjerna T. B. Fenell (el)	R. O. Strike H. W. Wade (j)
BRISTOL	Herald-Courier									
8,840 (inc. Bristol, Tenn., 23,345)	(m) 8,971x	....	....	(D)	Bristol Pub. Co. Munsey Slack, Pres.	Herschel Dove Walter Crockett	Walter Crockett Woody Vance (sp)	Munsey Slack Chas. J. Harkrader (gm-bm) Geo. K. McClellan (cm)	Ernest W. Russell W. C. Wood (cl)	Sherman Noe
	News Bulletin									
	(e) 2,967x	....	....	(R)						
	Combined daily									
	(me) 11,938x	.07	.05	(AP) (none)						
	Sunday edition									
	(S) 10,951x	.07	....							
CHARLOTTESVILLE	Progress									
15,245	(e) 5,164	.035	.021	(I) (AP) (none)	J. H. Lindsay, Inc. J. H. Lindsay, Pub. & Pres.	J. H. Lindsay J. K. Irving, Jr.	J. B. Clayton B. Lee Hawkins (sp)	J. G. Lindsay (bm) Chas. J. Hayes (cm)	S. E. Rush	N. A. Deaton
CLIFTON FORGE	Review									
6,539	(e) 1,271x	.025	.018	(D) (UP) (J) (none)	Clifton Forge Review, Inc. Geo. O. Greene, Pres.	Geo. O. Greene	B. C. Greene (sp)	M. Botts Lewis	M. Botts Lewis	M. Botts Lewis

(*Continued on page 97*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

VIRGINIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
COVINGTON 6,538	Virginian (e) 3,744	.03	.025	(I) (AP) (J) (52)	Covington Virginian, Inc. Richard F. Beirne, Pres.	Richard F. Beirne	J. Gleason Bayly	J. L. Goodman O. B. Hilton (cm)	J. L. Goodman Gay Arritt (cl)	F. E. DeLaney Virgil Wood (j)
DANVILLE 22,247	Register (m) 3,939	....	....	(I-D) (AP) (†) (18)	Rorer A. James, Jr.	Rorer A. James, Jr. W. S. Meacham (me-m) Gerard Tetley (me-e)	Gerard Tetley (e) W. S. Meacham (m) Julian Adams (sp-m) W. Christianson (sp-e)	H. B. Trundle A. A. Farley (cm)	Omar Rollins H. B. Trundle (n) Omar Rollins (cl)	
	Bee (e) 9,420	....	....							
	Combined daily (me) 13,359	.07	.054							
	Sunday edition (S) 7,444	.07	....							
FREDERICKSBURG 6,819	Free Lance-Star (e) 5,091	.03	.025	(D) (AP) (52)	Free Lance-Star Pub. Co., Inc. Josiah P. Rowe, Jr., Mgr.	Josiah P. Rowe, Jr.	Chester B. Goolrick L. W. Houston (sp)	Josiah P. Rowe, Jr.	Geo. L. Hunter, Jr.	Jas. C. Rowe
HARRISONBURG 7,392	News-Record (m) 7,056	.04	....	(I) (AP) (J) (40)	Rockingham Pub. Co. H. F. Byrd, Pres.	John R. Crown H. F. Byrd	John R. Crown J. R. Lineweaver (sp)	H. F. Byrd H. B. Slaven (bm) John L. Klinger (cm)	H. B. Slaven	R. C. Hughes
LYNCHBURG 40,661	News (m) 9,075x	....	....	(D) (AP) (42)	Carter Glass & Sons	Robert Glass (m) Carter Glass (e) Powell Glass (me)	Everett Ewing (m) H. L. Johnson (e) Milton Apperson (sp-m) H. F. Miley (sp-e)	M. K. Duerson (bm) H. S. Shaner (cm)	R. C. McGhee M. K. Duerson (n)	M. S. Tanner
	Advance (e) 7,883x	....	....							
	Combined daily (me) 16,958x	.06	.05							
	Sunday edition (S) 10,936x	.07	....							
NEWPORT NEWS 34,417	Press (m) 7,005	....	....	(D) (AP) (†) (J) (7)	Daily Press, Inc. Raymond B. Bottom, Pub. & Pres.	Lewis T. Jester (m) W. W. Harrison (e)	Lewis T. Jester (m) W. M. Harrison (e) G. L. Price (sp-e)	Raymond B. Bottom (bm) W. C. Bonner (cm)	N. R. Hoyle H. M. Siegrist (n) N. R. Hoyle (cl-e)	Harry C. Diggs
	Times-Herald (e) 9,426	....	....							
	Combined daily (me) 16,431	.06	.04							
	Sunday edition (S) 12,228	.06	....							
NORFOLK 129,710	Ledger Dispatch (e) 50,174	.12	.08	(I-D) (AP) (†) (18)	Ledger Dispatch Corp. P. S. Huber, Pub. & Pres	Douglas Gordon H. D. Perkins	J. E. Shank Tom Hanes (sp)	P. S. Huber N. N. Hill (cm)	F. S. Cook W. S. Davis (n) Lewis Causey (cl)	
	Virginian-Pilot (m) 47,655	.12	....	(I-D) (AP) (E) (15)	Virginian & Pilot Pub. Co. W. S. Wilkinson, Pub. & Pres.	Louis I. Jaffe Winder R. Harris	John T. Spencer W. N. Cox (sp) R. K. T. Larson (Su)	C. C. Bower (bm) R. J. Marks (cm)	H. B. Tatem W. J. Gwaltney (n) W. L. Tenney (cl)	John F. Marshall
	Sunday edition (S) 48,155	.12	....							
PETERSBURG 28,564	Progress-Index (e) 10,054	.05	....	(D) (AP) (17)	Petersburg Newspaper Corp. Walter Edward Harris, Pres.	J. Curtis Lyons	J. Curtis Lyons H. C. Tillery (sp) J. Curtis Lyons (Su)	R. B. Huber (gm-bm) L. L. Livengood (cm)	R. H. Ryan R. K. Hudgins (cl)	J. B. Jackson
	Sunday edition (S) 10,054	.05	....							
PORTSMOUTH 45,706	Star (m) 9,706	.05	.043	(I-D) (AP) (†) (17)	Portsmouth Star Pub. Corp. Norman R. Hamilton, Pub. & Pres.	Norman R. Hamilton W. B. Lohman	Charles Day Robert Barber (sp)	L. M. Palmer, Jr. (cm)	W. B. Darden Richard D. Hamilton (n)	E. T. Cross
	Sunday edition (S) 9,706	.05	....							
PULASKI 7,168	Southwest Times (e) 3,101	.03	.035	(I) (UP) (4-103)	Southwest Pub. Co., Inc. T. J. Wallner, Pres.	Howard R. Imboden	Howard R. Imboden C. Shufflebarger (sp)	Howard R. Imboden Ethel Lyons (cm)	Howard R. Imboden Ethel Lyons (cl)	H. M. Brookman
	Sunday edition (S) 3,101	.03	....							
RICHMOND 182,929	News-Leader (e) 67,780	.18	.12	(L-D) (AP) (†) (24-124)	John Stewart Bryan	Douglas S. Freeman John S. Bryan	Earl Sowers W. T. Christian (sp)	L. A. Gaines, Jr. (bm) D. Tennant Bryan (cm)	Wm. Ellyson, Jr. R. S. Stephenson (n) L. N. Little (cl)	J. C. Drinard
	Record (e) 490	.04	....	(115)		G. E. Massie, Jr.		G. Edmund Massie (cm)		
	Times-Dispatch (m) 62,275	.17	.096	(D) (AP) (†) (E) (153)	Chas. Phillips Hasbrook	Byron J. Lewis Allen Cleaton	F. J. McDermott Paul Ferris (sp)	L. L. Cardons (bm) C. J. Jones (cm)	H. R. Weaver M. B. Sacis (n) G. N. Benjamin (cl)	W. G. Palmate
	Sunday edition (S) 63,354	.19	.103							
ROANOKE 69,206	Times (m) 19,362x	....	....	(I-D) (AP,CP) (†) (42)	Times World Corp. J. P. Fishburn, Pres.	H. P. Chapman (m) Wm. B. Smith (e) Wm. Atkinson (me-m) W. C. Stouffer (me-e)	Wm. Atkinson (sp-m) John Oliver (sp-e)	W. E. Thomas E. C. Lugar (cm)	J. F. Donalson F. C. Flora (cl)	
	World-News (e) 16,758x	....	....							
	Combined daily (me) 36,120x	.11	.10							
	Sunday edition (S) 24,846x	.11	....							
STAUNTON 11,980	News-Leader (m) 4,855x	....	....	(D) (AP) (†) (52)	Leader Pub. Co. Hierome L. Opie, Pres.	E. S. Sheppe, Jr. (m) R. D. Haislip (e) E. W. Opie (me)	E. Lewis Knowles Chas. K. Brown (sp) E. Lewis Knowles (Su)	Mrs. Chas. K. Brown (bm) A. S. Mortom (cm-m) Geo. H. Powell (cm-e)	E. W. Opie Mrs. Chas. K. Brown (n)	L. S. Merriken
	News (e) 2,404x	....	....							
	Combined daily (me) 7,259x	.045	.029							
	Sunday edition (S) 5,408x	.045	....							
SUFFOLK 10,271	News-Herald (e) 3,252	.045	.03	(I) (AP) (28)	Suffolk News Co., Inc. H. Stuart Lewis, Pres.	W. C. Johnston H. P. Guerrant	Marian Saunders Homer Fielding (sp)	H. P. Guerrant C. J. Riddick, Jr. (bm) Ben Holland (cm)	J. L. Bangley, Jr. C. J. Riddick, Jr. (n) Elizabeth Ellis (cl)	Wm. Copeland
WAYNESBORO 4,226	News-Virginian (e) 2,743	.03	.02	(I-D) (AP) (†) (J) (40)	Waynesboro Pub. Corp. Louis Spilman, Pres.	Louis Spilman Darrell F. Holmes		Louis Spilman E. J. Spilman (bm) H. P. Snapp (cm)	J. W. Gentry	M. W. Wryant
WINCHESTER 10,885	Star (e) 4,768	.035	.03	(I) (AP) (J) (40)	H. F. Byrd	John Hoover H. F. Byrd	John Hoover C. B. Carr (sp)	H. F. Byrd R. S. Fansler (bm)	R. S. Fansler	H. March

WASHINGTON

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ABERDEEN 21,723	World (e) 7,152	$.05	.05	(R) (AP, UP) (mer) (J) (50)	Grays Harbor Pub. Co. W. A. Rupp, Pres. & Pub.	W. A. Rupp C. J. Glasier	Harold Olson Fred Hampson (sp)	W. A. Rupp R. V. Mack (bm) P. P. Foelkner (cm)	Webster M. Ruble P. P. Foelkner (n) B. Ruby (cl)	E. Skrondal Al. Lundgren
ANACORTES 6,564	Mercury (e) 2,002	.029	....	(I) (UP) (J) (none)	J. O. McNary					
BELLINGHAM 30,823	Herald (me) 17,127	.08	....	(I-R) (AP,UP) (mer) (144-47)	Bellingham Pub. Co. S. A. Perkins, Pres.	W. C. Carver	Pat Scott W. Lindsley (sp)	Frank I. Sefrit Charles L. Sefrit (bm) M. W. Blonden (cm)	W. T. Wetherell W. Y. Chester (n) F. E. Bardwell (cl)	E. C. Holt, Jr.
	Sunday edition (S) 9,036	.05	....							
	News (e) 4,784	.03	....	(I-R) (UP) (99)	S. N. Harrison	Wm. Gardiner	George Hipkoe (sp)	S. N. Harrison John Thorpe (cm)	S. E. Rugg	Richard Cox
BREMERTON 12,791	News-Searchlight (e) 3,936	.045	....	(D) (AP,UP) (99)	J. B. Jessup & Sons	W. B. Jessup		J. H. Jessup (bm)	J. H. Jessup	W. L. Jessup
CENTRALIA 8,030	Chronicle (e) 3,764	.035	.03	(R) (AP) (mer) (J) (99)	Centralia Ptg. Co., Inc. H. L. Bras, Pres.	H. L. Bras	V. B. Noel	Ray W. Edinger J. M. Scott (cm)	Earl W. Foster	H. A. Dunckley J. C. Rhodes (j)
ELLENSBURG 4,021	Record (e) 2,249x	.03	.025	(I-R) (AP) (mer) (J) (117-50-136)	Record Press J. C. Kaynor, Pres. & Pub.	J. C. Kaynor	Ralph Jones	J. C. Kaynor Gilbert Kaynor (bm) George K. Polley (cm)	Milton N. Flodman	Keith S. Kaynor
EVERETT 30,567	Herald (e) 14,622	.05	....	(I) (AP,UP) (144)	Daily Herald Co. Mrs. Gertrude D. Best, Pres.	C. S. Coleman (me)	A. M. Glassberg (Su)	Mrs. Gertrude D. Best	Henry Jeklin	
	Sunday edition (S)	.05	....							
	News (m) 4,159	.04	....	(I) (AP) (mer) (118)	Everett Publishers, Inc. W. B. Rhoades, Pres.	Herbert M. Peet	E. Bussell Hugh Mitchell (sp)	Leonard G. Diehl Carl L. Pearson (cm)	E. I. Seymour E. Hanson (n)	E. I. Seymour
	Sunday edition (S) 4,159	.04	....							

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WASHINGTON (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HOQUIAM	Washingtonian									
12,766	(m) 4,973	.045	....	(R) (UP,AP) (J) (99)	G. H. Washingtonian, Inc. Albert Johnson, Pres.	Mordon Smith		Mordon Smith	J. Hartshorn (n)	G. Williams
	Sunday edition									
	(S) 4,973	.045	....							
KELSO	Tribune									
8,000	(e) 3,750	.035	.025	(R) (UP) (mer) (J) (99)	Kelso Pub. Co. D.F.McKenna, Pres. & Pub.	F. M. Dallam, Jr. D. F. McKenna	Carlton Moore (sp)	F. M. Dallam, Jr. Agnes Bauch (cm)	E. R. Springer Mrs. D. F. McKenna(cl)	W. E. Tyler
LONGVIEW	News									
10,652	(e) 5,986	.05	.03	(R) (AP) (mer) (J) (144)	Longview Pub. Co. J.M.McClelland,Pres.& P.	J. M. McClelland	D. M. Simonsen R. A. Macfarlane (sp)	R. E. Light (bm) E. A. McKee (cm)	R. M. Anderson Anne L. McIver (cl)	J. L. Miller
MOUNT VERNON	Herald									
5,660	(e) 3,229	.035	.03	(I-R) (AP) (99)	Herald Pub. Co. Harry B.Averill,Pres.& Pub.	Harry B. Averill	Oliver Noce	Harry B. Averill John Wert (bm) L. F. Buchanan (cm)	George Ellis	Hale Beecher Donald McDowell (j)
OLYMPIA	Olympian									
11,736	(me) 5,431	.05	.05	(R) (AP,UP) (J) (144-47)	Washington Record Pub. Co. S. A. Perkins, Pres. & Pub.	H. M. Lane	H. M. Lane J. Kershner (sp) Clarence Mertesching(Su)	Fred F. Chitty Ann E. Ferkins (cm)	E. A. Perdue Edna J. Moore (cl)	W. T. Heacock Verne L. Huak (j)
	Sunday edition									
	(S) 5,177	.05	.05							
PORT ANGELES	News									
10,152	(e) 2,842	.035	.035	(I-R) (AP) (47)	Evening News, Inc. E. B. Webster, Pres. & Pub.	Wm. D. Welsh	Jack Henson	J. Schweitzer, Jr. J. F. Vollendorff (cm)	J. Schweitzer, Jr.	R. F. Walsh
SEATTLE	Journal of Commerce									
365,583	(m) 3,052	.08	.07	(UP) (115-143)	Daily Journal of Commerce, Inc. O. J. David, Pres.	M. F. Brown Milton Bean	Nickolas Swartz	O. J. David Alex David (cm)	Leslie Brown	Robert Johnston
	Post-Intelligencer									
	(m) 95,305	.25	.14	(I) (AP,INS,US) (mer) (E) (26-53-6)	W. V. Tanner	R.T.Van Ettisch (me)	Oliver Morris Royal Brougham (sp) Paul Donaldson (Su)	J. C. Flagg A. G. Williams (cm)	C. B. Lindeman M. L. Applegate (n) Ralph Meyers (cl)	
	Sunday edition									
	(S) 153,456	.28	.14							
	Star									
	(e) 99,421	.24	....	(I) (UP) (mer) (E) (55)	Star Pub. Co. H. W. Parish, Pres.	R. J. Benjamin Neal Jones (me)	Cliff Harrison (sp)	H. W. Parish F. W. Webster (bm) George Donohue (cm)	H. E. Marshall Frank L. Taylor (n) B. W. Hoon (cl)	
	Times									
	(e) 96,292	.25	....	(I-R) (AP,UP) (*S) (†) (J) (E) (110)	Seattle Times Co. C. B. Blethen, Pres. & Pub.	C. B. Blethen C. E. Brazier	Ray W. Felton George Varnell (sp) R. J. Harvison (Su)	C. B. Blethen and F. D. Hammons (bm) H. H. Cahill (cm)	F. A. Blethen N. E. Helland (n) H. H. Hibbs (cl)	A. F. Logan L. C. Snyder (j)
	Sunday edition									
	(S) 128,652	.28	....							
SPOKANE	Press									
115,514 (city) 141,358 (met. area)	(e) 22,944	.07	07	(I) (UP) (55)	Spokane Press Pub. Co. H. W. Parish, Pres. E. W. Jorgenson, Pres.	E. W. Jorgenson	R. Emakiser C. Loucks (sp)	H. W. Parish W. H. Steen (bm) H. A. Hanson (cm)	W. H. Steen V. H. Fall (n) Glenn Allen (cl)	
	Chronicle									
	(e) 42,356	....	....	(I) (AP,NANA) (mer) (†) (102-99)	Spokane Chronicle Co. Henry Rising, Pres.	Henry Rising Henry Pierce,News ed.	H. E. Cassill Ronald Broom (sp)	W. H. Cowles, Jr. (bm). L. E. Dyer (cm)	G.W.Roche,Dir.Ret.Ad. B.F.Lacy,Mgr.Ret.Adv. Tom J. Turner (n) J. J. Tierney (cl)	W. D. Edmunds
	Spokesman-Review									
	(m) 49,287	....	....							
	Sunday edition									
	(S) 55,123	.17	....	(I-R) (AP,NANA) (mer) (†) (102-99)	Cowle[illegible] Co. W[illegible]owles, Pres.	George W. Dodds (me)	Malcolm Glendinning C. R. Stark (sp) Wilbur W. Hindley (Su)	J. F. Young (bm) C. H. Breed (cm)	G.W.Roche,Dir.Ret.Ad. B.F.Lacy,Mgr.Ret.Adv. Tom J. Turner (n) J. J. Tierney (cl)	W. D. Edmunds
	Morning and Eve.									
	(me) 91,643	.26	....							
	Sunday and Eve.									
	(Se)	.27	....							
TACOMA	Ledger									
106,885	(m) 19,275	....	....							
	News-Tribune									
	(e) 33,634	....	....							
	Total daily									
	(me) 53,109	.16	.12	(I) (AP) (†) (50-117-10)	Tribune Pub. Co. Frank S. Baker, Pres.	Frank S. Baker Charles B. Welch (e) M. J. Mingo (m)	H. W. Lyman (m) Leonard Coatsworth (e) Dan Walton (sp-m) Nelson Hong (sp-e) J. E. Knight (Su)	H. F. Lyness (cm-m) W. D. Lyness(cm-e)	S. S. Anderson N. E. Inveen (n) Harry Lynch (cl)	W. W. Vosburgh
	Sunday Ledger									
	(S) 26,436	.10	.08							
	Sunday and Eve.									
	(Se)	.18	....							
	Times									
	(e) 27,682	.08	.061	(I) (UP) (mer) (55)	M. H. Voorhees	L. S. Langlow	James T. Crowe Eliott Metcalf (sp)	M. H. Voorhees Frank Naccarato (cm)	F. W. Power H. H. Hutchinson (n) A. O. Andreasen (cl)	R. I. Sanders
VANCOUVER	Columbian									
15,766	(e) 4,745	.04	.03	(I)(AP, UP)) (99)	Herbert J. Campbell, Pres.	Herbert J. Campbell	Ray Bachman Thomas Walsh (sp)	Herbert J. Campbell B. H. Kreis (bm) John Walters (cm)	B. H. Kreis Richard Behm (n) Mrs. R. Hayslip (cl)	Charles Whitmore
WALLA WALLA	Bulletin									
15,973	(e) 7,202	.05	....	(I) (AP, UP) (†) (J) (99)	Bulletin Ptg. Co. John G. Kelly, Pres. & Pub.	John G. Kelly H. S. Mitchell	H. S. Mitchell Alfred McVey (sp)	John G. Kelly Frank G. Mitchell (bm). F. C. Roecker, Jr.(cm).	Frank G. Mitchell Robert West (cl)	George M. Smith
	Sunday edition									
	(S) 7,142	.05	....							
	Union									
	(m) 3,091	.035	.03	(R) (AP) (J) (50-136)	Walla Walla Union Co. W. H. Cowles, Sr., Pres.	R. W. Fisher	Daniel Chenney Ned Ransom (sp) James Morris (Su)	K. K. Williams (bm) Virgil Spears (cm)	Murry Ifft K. K. Williams (n) David Leher (cl)	Wade Owsley A. L. Anger (j)
	Sunday edition									
	(S) 3,118	.035	.03							
WENATCHEE	World									
11,627	(e) 10,613x	.05	.043	(R) (AP,UP) (E) (50-136-47)	World Pub. Co. Rufus Woods, Pres	Rufus Woods E. H. McPherson (news)	Kirby Billingsley Karl Stoffel (sp)	Rufus Woods K. P. Sexton (bm-cm)	M. M. Gardner E. F. Casebeer (n)	FaganLeonard
YAKIMA	Herald									
22,101	(m) 7,372x	.035	.029	(I) (AP,UP) (J) (117-50-136-47)	Republic Ptg. Co. Ted Robertson, Pres.	Paul Neill	Don Dent Roy Pearson (sp)	Ted Robertson Murray E. Clark (cm)	Roger A. Neal Leo H. Beckley (n) W. M. Burtner (cl)	P. S. Hotchkiss Ben C. Smith
	Sunday edition									
	(S) 12,903x	.06	....							
	Republic									
	(e) 7,727x	.035	.029	(R) (AP,UP) (J) (117-50-136-47)	Republic Pub. Co. Ted Robertson, Pres.	W. W. Robertson S. I. Anthon	Hank Alderman Leonard Lerwill (sp)	Ted Robertson Murray E. Clark (cm)	W. P. Ridgway Leo H. Beckley (n) W. M. Burtner (cl)	P. S. Hotchkiss
	Total daily									
	(me) 15,099x	.07	....							

WEST VIRGINIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BECKLEY	Post-Herald			(R)						
9,357	(m) 3,764x	....	....							
	Raleigh Register			(D)						
	(e) 4,335x	....	....	(AP) (J) (40)	Beckley Newspapers Corp. Charles Hodel, Pres.	Ted McDowell (m) A. S. Johnston (e)	Ted McDowell (ce-m) A. S. Johnston (ce-e) P. W. Feigley (sp-m) C. J. McQuade (sp-e) A. S. Johnston (Su)	Charles Hodel (gm-bm) J. H. Cline (cm-m) B. F. Stout (cm-e)	Dorsey E. Biggs	R. L. Sadler
	Combined daily									
	(me) 8,099x	.05	....							
	Sunday edition									
	(S) 7,046x	.05	....							
BLUEFIELD	Telegraph			(R)						
23,245	(m) 11,399x	....	....							
	Sunset News			(D)						
	(e) 1,702x	....	....	(AP) (68)	Telegraph Ptg. Co. H. I. Shott, Pres.	H. I. Shott (m) H. I. Shott, Jr. (e) H. I. Shott, Jr. (me)	C. J. Thompson (ce-m) H. E. Steele (ce-e) V. L. Currence (sp)	H. I. Shott J. H. Shott (bm-V.P.) R. L. Longworth (cm)	A. E. Burgess (loc) B. L. Early (n-Secy) C. S. Henderson (cl)	R. M. Edwards H. L. Stephens (j)
	Combined daily									
	(me) 13,101x	.07	....							
	Sunday edition									
	(S) 15,816x	.08	....							
CHARLESTON	Gazette									
60,408	(m) 30,201x	.10	....	(I-D) (UP,AP,CPA) (38)	Gazette Co. W. E. Chilton, Jr., Pres.	W. E. Chilton, Jr.	Harry L. Flournoy Frank Knight (sp) Clyde H. East (Su)	Robt. L. Smith(gm-bm) A. H. Pruett, Jr. (cm)	H. E. Grace (n) W. W. Shank (cl)	H. B. Folk
	Sunday edition									
	(S) 35,160x	.10	....							
	Mail									
	(e) 28,379	.09	.043	(I-R) (AP,UP) (†) (40)	Walter E. Clark	R. H. Martin S. G. Damron	C. M. Lundry Ted Ramsey (sp) R. H. Horner (Su)	Walter E. Clark B. H. Anderson (bm) G. E. Evans (cm)	C. E. Anderson B. H. Anderson (n) Mrs. M. J. Collins (cl)	P. J. Canova
	Sunday edition									
	(S) 28,379	.09	....							
CLARKSBURG	Exponent									
28,800	(m) 12,091	....	....	(D)						
	Telegram									
	(e) 15,560	....	....	(R) (AP) (J) (40)	Clarksburg Pub. Co. J. Hornor Davis, V. P.	H. G. Rhawn (m) W. L. Geppert (e)	H. G. Rhawn (ce-m) Myron Martin (ce-e) Wade Pepper (sp-m) Leo F. King (sp-e) W. L. Geppert and H. G. Rhawn (Su)	W. Guy Tetrick W. W. Powell, Jr. (bm) W. H. Childs (cm)	Geo. R. Snyder	A. W. Plyman (m) J. F. Shiever (e) Wilmot Eardley (n) H. Montgomery (n)
	Combined daily									
	(me) 27,651	.12	....							
	Sunday edition									
	(S) 26,856	.12	....							
ELKINS	Inter-Mountain									
7,345	(e) 3,700	.025	.025	(R) (AP) (J) (40)	Teter Pub. Co.	R. G. Bush	K. Coberly (sp)	J. A. Wilverding (gm-bm)	J. A. Wilverding	R. E. Smouse (j)

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WEST VIRGINIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FAIRMONT	Times									
23,159	(m) 5,710	....	....							
	West Virginian									
	(e) 5,641	....	....							
	Combined daily									
	(me) 11,351	.065	....	(AP,UP) (†) (40)	Fairmont Newspaper Pub. Co W. J. Weigel			W. J. Weigel (bm) C. T. Bunner (cm)		
	Sunday edition									
	(S) 8,068	....	....							
	Evening and Sunday									
	(eS)	.075	....							
GRAFTON	Sentinel									
7,737	(e) 2,983	.036	....	(R) (AP) (J) (30)	Howard H. Holt	Howard H. Holt George L. Egbert		Howard H. Holt B. V. Guard (bm)	B. V. Guard	R. L. Newlon (j)
HINTON	News									
4,654	(e) 1,550	.017	.021	(I) (AP) (J) (30)	H. C. Ogden	J. E. Fauloener	Bob Murrell (sp)	E. Wilson (cm)	R. G. Grimett (n)	C. E. Henne Esta Meadows (j)
HUNTINGTON	Herald-Dispatch									
75,875	(m) 12,507x	....	....	(R)						
	Advertiser									
	(e) 12,818x	....	....	(D)						
	Combined daily									
	(me) 25,325x	.14	.08	(AP,UP,US,INS) (J) (68)	Dave Gideon (Pub-m) J. H. Long (Pub-e)	J. Clendenin (m) Clyde Wellman (e)	Raymond Brewster (ce-m)	Luther T. Long(gm-bm) John C. Branthoover (cm)	Ernest J. Lester	Craven C. Baumgardner
	Sunday edition				Huntington Pub. Co. J. H. Long, Pres.	Wiatt Smith (me-m) Walker Long (me-e)	Wendell Reynolds (ce-e) Duke Ridgeley (sp-m) Bill Bess (sp-e) H. R. Pinckard (Su)			
	(S) 20,414x	.12	.06	(I)						
KEYSER	Mineral News									
6,248	(e) 2,437	.025	....	(I-D) (J)	W. H. Barger	W. H. Barger				
MARTINSBURG	Journal									
14,857	(e) 5,429x	.035	....	(I) (AP) (J) (30)	C. W. Morrison			Lawrence S. Irvin (cm)		
MORGANTOWN	Dominion-News									
16,186	(m) 6,458	....	....	(D)	Dominion News Co. J. W. Short, Pub. Pres.	J. W. Short (m) Brooks Cottle (e)	William Hart (sp-m) Gene Gunning (sp-e)	R. S. Reid M. J. Murphy (cm)	Hays Worstall L. Ford (cl)	George Whitfield
	Post									
	(e) 6,604	....	....	(R) (AP) (68)	W. Va. Newspaper Pub. Co. H. C. Greer, Pub. Pres.	W. H. Hughes (me-m)				
	Combined daily									
	(me) 13,062	.08	.06							
MOUNDSVILLE	Echo									
14,411	(e) 4,624	.025	....	(I) (AP) (40)	Craig Shaw	Craig Shaw		Craig Shaw	Harlan B. Starkey	
	Journal									
	(e) 3,237	.025	.02	(R) (UP) (†) (J) (73)	Journal Pub. Co., Inc. H. C. Ogden, Pres.	W. L. Mengert	Raymond Miller Willard Hess (sp)	W. L. Mengert Lester E. Crow (bm) George W. Bardall(cm)	George W. Bardall	William Johnson
PARKERSBURG	News									
29,623	(m) 6,339	.035	.021	(R) (AP) (38)	Parkersburg Pub. Co. E. A. Brast, Pub. Pres.	Chas. Hurst		E. A. Brast		C. S. Fry
	Sunday edition									
	(S) 7,608	.035	....							
	Sentinel									
	(e) 11,152	.04	.03	(D) (AP) (30)	Parkersburg Sentinel Co. H. C. Ogden, Pres.	John W. Fischer	Herbert C. Adams James Young (sp)	W. E. Ingersoll (bm) Richard Startzman(cm)	Herbert G. Keenan Moss Nelson (cl)	Frank R. Gates
POINT PLEASANT	Register									
3,301	(e) 1,241	.025	.02	(I) (AP) (J) (73)	H. C. Ogden	W. Cleveland Bowie Paul R. Fore	William Curry (sp)	Paul R. Fore (gm-bm) H. D. Kenney (cm)	Paul R. Fore	Sterling Dunlavey C. M. Wartenburg (j)
SISTERVILLE	Review									
3,072	(e) 1,498	.025	.02	(R) (AP) (J) (73)	Oil Review Pub. Co. W. L. Sutton, Pres.	Roy C. Heinlein	Roy C. Heinlein (sp)	O. J. Hale (gm-bm)	Frank A. Young	F. F. Clegg
WEIRTON	Times									
12,000	(e) 3,592	.03	....	(R) (UP) (30)		John A. Jones		E. L. Nelson (bm)	E. M. Staats	
WELCH	News									
5,376	(e) 5,603	.03	.03	(R) (AP) (J) (30)	Welch Pub. Co. W. R. Keyser Pub. H. C. Ogden Pres.	W. R. Keyser	C. H. Hardison F. B. Pendleton (sp)	W. R. Keyser H. C. Stafford (bm) J. D. Boardwine (cm)	L. L. Drewry	E. W. Lucas J. B. Fitzgerald (j)
WELLSBURG	Herald									
6,298	(e) 1,820	.02	.02	(I-R) (UP) (30)	Herald Pub. Co. H. C. Ogden, Pres.	Geo. S. Larrimore Gwen Kirker		Geo. S. Larrimore (gm-bm)	Geo. S. Larrimore	Earl Dooley
WHEELING	Intelligencer									
61,659	(m) 11,582x	.055	....	(R) (AP) (†) (30)	Intelligencer Pub. Co. H. C. Ogden, Pub.	Thos. O'B. Flynn	Chas. Long (ce-m)	H. C. Ogden Basil Rafferty (cm)	Ralph B. Cushing (Asst-P)	
	News									
	(e) 19,026x	.09	....	(I) (AP,UP) (†) (J) (E) (30)	News Pub. Co. H. C. Ogden, Pub. A. C. McNiel, Pres.		R. R. Rafferty (ce-e)	H. C. Ogden H. C. Clark (bm-e) Basil Rafferty (cm)	Ralph B. Cushing(Asst-P)	
	Sunday edition									
	(S) 20,064x	.10	....							
	Combined daily									
	(me) 30,602x	.12	....							
	Morning and Sunday									
	(mS)	.125	....							
	Register									
	(m) 8,278x	.04	.04	(D) (AP) (J) (E) (17)	W. Va. Ptg. Co. W. E. Brice, Pres.	R. L. Plummer M. T. Brice	Wm. Handlon M. T. Brice (sp)	Wm. L. Brice Paul D. Weigand (bm). Paul J. Comer (cm)	Harry W. Lally	A. G. Weigand
	Sunday edition									
	(S) 7,614x	.04	....							
WILLIAMSON	News									
9,410	(e) 5,100	.03	.025	(I-D)(AP) (30)	H. C. Ogden	H. G. Clark	Frank Talbert Ed. Rice (sp)	H. G. Clark R. D. Sparks (bm-cm).	B. S. Payne E. R. Juhling (cl)	Claude Ireson

WISCONSIN

City Population	Name of Newspaper Circulation	Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANTIGO	Journal									
8,610	(e) 4,729	.033	.035	(R) (AP) (mer) (J) (73)	Berner Bros. Pub. Co. Henry Berner, Pres.	Fred L. Berner Earle S. Holman	Fred Snyder Jack McKennon (sp)	Fred L. Berner Henry Berner (bm)	Max Klessig Ray Dobrinski	Otto Berner
APPLETON	Post-Crescent									
22,265	(e) 15,115	.06	.06	(I) (AP) (†) (132-46)	Post Pub. Co. A. B. Turnbull, Pres.	V. I. Minahan John R. Riedl	Don Morrissey Gordon MacIntyre (sp)	H. L. Davis Frank G. Leininger(cm)	Ralph Gee Glenn H. Arthur (n) S. B. Rindal (cl)	M. E. Cartier
ASHLAND	Press									
10,622	(e) 3,780	.04	....	(I) (AP) (J) (73)	Joe M. Chapple & Co.	John B. Chapple	Allan Stadler Will Harris (sp)	H. C. Eckman Evelyn Strom (cm)	H. C. Eckman Evelyn Strom (cl)	Adolph Eckman
BARABOO	News-Republic									
5,345	(e) 3,521	.03	....	(R) (UP) (73)	Baraboo News Pub. Co.	H. K. Page Harlan Page, Jr.	Irene Underkofler	H. K. Page C. H. Wilcox (cm)	M. C. Page H. K. Page (n)	Clifford Steinbrinck
BEAVER DAM	Citizen									
9,867	(e) 3,512	.03	....	(I) (UP) (73)	Citizen Pub. Co., Inc. E. E. Parker, Pres.	J. E. Helfert H. H. Parker	T. J. Parker	H. H. Parker (bm)	A. Fischer	
BELOIT	News									
23,967	(e) 9,748x	.06	....	(R) (UP) (†) (J) (116)	Daily News Pub. Co. R. F. Collins, Pub. B. P. Eldred, Pres.	M. H. Dobson	Robert Edwards John Clark (sp)	R. F. Collins Robt. McKinney (cm).	P. J. Zeller Hugh Ralston (cl)	R. F. Collins
BERLIN	Journal									
4,106	(e) 2,556	.03	.025	(I) (UP) (†) (73)	Journal Pub. Co. Fred Le Roy, Pub.	M. L. Nagle Arthur S. Bostwick	C. M. Milliken L. B. Raszkowski	J. C. Milliken John Davies (cm)	J. C. Milliken G. K. Csinkay	Harry Christensen
CHIPPEWA FALLS	Herald-Telegram									
8,839	(e) 5,115	.04	....	(R) (AP) (J) (141)	Herald-Telegram Pub. Co. Morgan Murphy, Pres.	W. H. Gharrity	Milo Nickel Robt. Clyde (sp)	W. H. Gharrity Rexford Carew (cm)	C. D. Hunter B. C. Nowak (n) E. Goulet (cl)	John Grimmer G. E. Dee (j)
EAU CLAIRE	Leader									
26,287	(m) 10,352	....	....							
	Telegram									
	(e) 4,256	....	....							
	Combined daily			(I-R) (AP,UP) (81)	E[illegible]	[illegible]	D. C. Whelan Harvey Vermilyea (sp).	N. B. Nelson F. Omodth (cm)	M. M. Kelly (loc) N. B. Nelson (n)	
	(me) 14,608	.06	.033							
	Sunday edition									
	(S) 10,458	.06	....							
FOND DU LAC	Commonwealth Reporter									
26,449	(e) 13,933	.05	.04	(I) (UP,AP) (mer) (†) (132)	[illegible] Ptg. Co. [illegible] Lange, Pres.	C. F. Coffman	W. C. Hyde C. H. Kaiser (sp)	A. H. Lange Emery Martin (bm)	A. H. Schroeder Emery Martin (cl)	A. C. Martin
GREEN BAY	Press-Gazette									
37,415	(e) 19,11[illegible]	.07	....	(I) (AP U[illegible] (†) (J) (132-46)	[illegible]en Bay Newspaper Co. V. I. Minahan, Pres.	V. I. Minahan R. A. Kennedy	L. V. Gannon A. W. Bystrom (sp)	A. B. Trunbull Jos. Horner, Jr. (bm)	E. J. Robinson G. H. Arthur (n) H. M. Goodchild (cl)	Henry Smits R. C. Putney (j)
JANESVILLE	Gazette									
21,628	(e) 14,366	.06	....	(I) (AP,CP) (mer) (†) (73)	Gazette Ptg. Co. H. H. Bliss, Pub. & Pres.	Stephen Bolles	George Kalvelage George Raubacher (sp).	H. H. Bliss Thos. G. Murphy (asst-mgr) Thos. A. Birmingham (cm)	S. H. Bliss Margaret M. Mooney(n) Viola Lipman	Frank Heise

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WISCONSIN (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
KENOSHA 50,262	News (e) 10,864	.06	.035	(R) (AP,UP) (J) (32)	Kenosha News Pub. Co. R. S. Kingsley, Pres.	E. F. Marlett R. S. Kingsley	J. W. Scattergood Edwin McKenna (sp)	R. S. Kingsley W. H. Schulte (cm)	H. R. Young C. E. Head (n) Ward Cropley (cl)	E. C. Smith
LA CROSSE 39,614	Tribune & Leader-Press (e) 14,649 Sunday edition (S) 13,765	.06 .06	.05	(I) (AP) (32)	La Crosse Tribune Co. Frank H. Burgess, Pub. E. P. Adler, Pres.	R. L. Bansberg	E. H. Hoffman Bob Dunn (sp)	Frank H. Burgess Edna M. Denney (cm)	D. S. Greig W. T. Roth (cl)	G. H. Bock
MADISON 57,899	Capital Times (e) 27,405x Sunday edition (S) 26,152x	.08 .08	.05	(I) (AP) (†) (132-46)	Capital Times Co. William T. Evjue, Pres.	William T. Evjue D. D. Dunn	G. R. Stephenson Henry Casserly (sp) Wm. T. Evjue (Su)	T. C. Bowden (bm) H. L. Cowgill (cm)	L. E. Heindel H. A. Johnson (n) A. J. Bowen (cl)	F. B. Schillinger
—	Wisc. State Journal (e) 27,058x Sunday edition (S) 26,319x	.09 .09	.055	(I-R) (UP) (32)	A. M. Brayton, Pub. E. P. Adler, Pres.	A. M. Brayton Don Anderson	Roy Matson Henry McCormick(sp) Don Anderson (Su)	I. U. Sears M. F. Mergen (cm)	E. J. Usher Geo. Hagen (cl)	H. L. Luloff
MANITOWOC 22,973	Herald-News (e) 8,010	.05	.032	(I) (AP) (E) (132)	Herald-News Pub. Co. W. F. Ohde, Pres.	E. W. Mackey W. F. Odhe	Niels Nielsen George MacFarlane (sp)	W. F. Ohde L. M. Bailey (cm)	Jos. Logan R. Kruck (n) J. S. Gallagher (cl)	E. H. Kruck
	Times (e) 5,202	.035	.025	(I) (UP) (E) (73)	Times Co. R. T. Bayne, Pres.	H. D. Smith	H. D. Smith H. Chandler (sp)	R. T. Bayne V. E. Pelisek (cm)	Jack Barenbaum	H. Glasier
MARINETTE 13,734	Eagle-Star (e) 4,945	.035	.03	(I-R) (AP) (J) (none)	Eagle Ptg. Co. Frank E. Noyes, Pub	F. E. Noyes Ed. W. LeRoy	F. J. Dillett Arthur Hanson (sp)	Frank E. Noyes E. W. Schaffer (cm)	L. A. Drown Ed. C. Cochrane (cl)	H. C. Hanson
MARSHFIELD 8,775	News-Herald (e) 6,215	.04	....	(I) (AP) (†) (none)	News Pub. Co. Howard A. Quirt, Pub. & P.	Howard A. Quirt	Floyd Tuchscher Louis Schmoll (sp)	Howard A. Quirt (bm) Joseph Kramer (cm)	S. Mayer	Mike Berg
MENASHA 9,064	Record (e) 1,921	.011	....	(R) (d) (none)	Ira H. Clough	Ira H. Clough	Eleanor Clough Marvin Clough (sp)	M. M. Clough Eleanor Clough (cm)	Ira. H. Clough	Anton Wiatky
MERRILL 8,458	Herald (e) 4,250	.035	.021	(I) (AP) (J) (73)	W. B. Chilsen	W. B. Chilsen	Wm. Allen Clarence McLeod (sp)	Joe A. Chilsen Otto F. Nienow (cm)	M. N. Taylor Angela Hanson (cl)	Joe A. Chilsen
MILWAUKEE 578,249	Herold (e) 21,256 Sonntagspost (S) 21,256	.12 .12	.05	(I-R) (AP) (mer) (†) (115-129-10)	Union Press Co. George F. Brumder, Pub. & Pres.	Gustav Haas Curt Sperber	Leo Luedke Richard Baumann (sp) George Meyer (Su)	George F. Brumder Wm. A. Diederichsen (bm) Clarence Roosen (cm)	Irving C. Buntman	Theodor Suhr
	Journal (e) 156,040 Sunday edition (S) 212,225	.32 .38	.22	(I) (AP,UP,NYT,CDN) (*S) (mer) (†) (J) (E) (110)	Journal Co. H. J. Grant, Pub. L. W. Nieman, Pres.	L. W. Nieman M. H. Creager	T. M. Reed Sam Levy (sp) C. F. Butcher (Su)	L. W. Webster (asst-Pub) L. L. Bowyer (bm) O. V. Fragstein (cm)	Irwin Maier E. G. Horst (n) A. H. Van Duyn (cl)	J. P. Keating J. W. Goll (j)
	Leader (e) 46,811	.12	.095	(S-L) (UP) (†) (J) (E) (51)	Publishers, Inc. Thomas Duncan, Pres.	Leo Wolfshon	Frank Haggerty Ben Smith (sp)	Elmer A. Krahn Arthur Papke (cm)	Elmer A. Krahn Carroll A. Brussat (n) Harry Bertram (cl)	Ray Leach
	Sentinel (m) 80,727 Wisconsin News (e) 99,513 Combined daily (me) 180,240 Sunday edition (S) 159,813	.... .32 .37	.... .195 .15	(I) (AP,INS,US) (†) (E) (112)	Sentinel-News Co. Paul Block, Pub & Pres.	Julius Liebman (m) Albert E. Dale (e) J. L. Fredenburgh(me-m) Albert E. Dale (me-e)	Paul A. Holmes (m) Herman J. Ewald (e) R. McIntyre (sp-m) A. Schinner (sp-e) Gordon Smith (Su)	M. F. Hanson P. L. Bajus (bm) George Moffett (cm)	J. N. Colver (adv-dir) Benn Kinovsky (loc.) A. L. Bower (n) George Lasker (cl)	P. L. Bajus
MONROE 5,013	Times (e) 3,231	.03	.025	(R) (AP) (J) (2)	Emery A. Odell	Harry B. Lyford Emery Odell		Emery Odell	Harry G. Bronson L. M. Conrad (n)	H. H. Holland Fred T. Odell
NEENAH 9,151	News-Times (e) 1,824x	.021	....	(R) (UP) (28)	News Pub. Co. Anna E. Sparks, Pres.	Clara A. Bloom	John A. Studley	Clara A. Bloom (bm) R. G. Jamison (cm)	Wilbur Sparks	
OSHKOSH 40,108	Northwestern (e) 14,728	.07	....	(R) (AP,UP)(†) (132-46)	The Hicks Ptg. Co. O. J. Hardy, Pub. & Pres.	L. H. Torreyson L. K. Bronson	A. J. Mace	O. J. Hardy Fred R. Wiese (bm) C. A. Thomas (cm)	Fred R. Wiese O. J. Hardy (n)	Oliver Ellsworth
PORTAGE 6,308	Register-Democrat (e) 1,800	.035	....	(73)	A. A. Porter			Gertrude Heyer (cm)	Mildred Gempeler (n)	
RACINE 67,542	Journal-News (e) 12,819	.06	....	(R) (AP) (68)	Journal Ptg. Co. F. R. Starbuck, Pub. & Pres.	F. R. Starbuck	Chas. Christensen Wash Cain (sp)	H. S. Mann Henry T. Larsen (cm)	H. L. LePoidevin H. S. Mann (n) Godfrey Hilgers (cl)	Talford Jude
	Times-Call (e) 10,677	.06	.04	(I) (UP) (†) (42)	Call Pub. Co., Inc. W. S. Goodland, Pres.	W. S. Goodland Frank Lovell	Frank Lovell Tom Sanky (sp)	W. S. Goodland J. H. Heim (bm) E. C. Kisky (cm)	H. E. Brown Gertrude B. Gressing(n) Norman J. Elholm (cl)	Frank Poulson
RHINELANDER 8,019	News (e) 2,632	.03	.02	(I) (AP) (73)	Rhinelander Pub. Co. F. J. Russell, Pub. & Pres.	Clifford G. Ferris Jack Cory	Jack Cory George Craig (sp)	Clifford G. Ferris Dale Byrne (cm)	W. H. Yankee	Jack Johnson
SHEBOYGAN 39,251	Press (e) 16,184	.065	....	(I) (AP,UP) (J) (132)	Press Pub. Co. E. R. Bowler, Pres.	C. E. Broughton	Walter J. Pfister	C. E. Broughton Otto Stielow (cm)	A. C. Van Repe E. S. Gerlat (n) Louis Gracey (cl)	Geo. A. Brand
STEVENS POINT 13,623	Journal (e) 6,663	.04	.036	(I) (AP) (J) (141)	Journal Ptg. Co. Frank W. Leahy, Pres.	Frank W. Leahy Gus W. Rogers	James W. Hull Francis Strand (sp)	Frank W. Leahy Allan Leahy (cm)	Guy W. Rogers Hadrian E. Manske (cl)	N. J. Bonerts G. G. Cashin (j)
STOUGHTON 4,497	Courier-Hub (e) 2,287	.04	.03	(I) (AP) (mer) (†) (73)	H. W. Quirt, Pub. H. H. Bliss, Pres.	H. W. Quirt Alvin F. Olson	Alvin F. Olson J. R. Grahl (sp)	H. W. Quirt Edna Lund (cm)	C. E. Riemer D. Wetmore (n)	J. R. Grahl
SUPERIOR 36,113	Telegram (e) 20,848	.08	.05	(I-R) (AP,UP) (†) (J) (E) (20-46)	J. T. Murphy, Pub. Evening Telegram Co.	Gordon MacQuarrie	Marshall Finstad Gus Hancock (sp)	Clough Gates P. J. Skamser (bm) J. M. Priest (cm)	P. J. Skamser Harry Hyett (n)	Elmer Olsen J. H. Somerville (j)
TWO RIVERS 10,682	Reporter (e) 2,703	.03	.025	(I) (AP) (†) (73)	Reporter Pub. Co. Mark R. Byers Pub.	Mark R. Byers	Bernard Peyser Seymour Althen (sp)	Mark R. Byers Walter E. Lahey (bm) Arlyle Watson (cm)	Walter E. Lahey	Lyman J. Nash
WATERTOWN 10,613	Times (e) 3,766	.03	.025	(I) (UP) (J) (73)	Times Pub. Co. J. P. Holland, Pres.	J. P. Holland	Cl. H. Wetter D. S. Long (sp)	S. J. Friedman	S. J. Friedman	Emil Doer
WAUKESHA 17,176	Freeman (e) 3,805	.035	.03	(I-R) (UP) (J) (73)	Freeman Ptg. Co. H. A. Youmans, Pub. & Pres	H. A. Youmans	Gilbert Koenig	William R. Jaeger F. A. Peck (cm)	Aldelbert Bearder Rose Childs (cl)	Harry A. Smith F. B. Birthrong (j)
WAUSAU 23,756	Record-Herald (e) 9,504	.05	.05	(I) (AP) (J) (116)	Record-Herald-Co. J. L. Sturtevant, Pub. & Pres.	J. G. Sanders	E. D. Underwood Dave Christenson (sp)	J. L. Sturtevant J. C. Sturtevant (bm) M. A. Nelson (cm)	R. D. Sanche H. Halada (cl)	E. N. Peterson G. H. Hellhake (j)
WISCONSIN RAPIDS 8,726	Tribune (e) 6,013	.04	.04	(I) (AP) (mer) (†) (none)	Wisconsin Rapids Tribune Co. Wm. F. Huffman, Pub. & Pres.	Wm. F. Huffman Carl E. Otto	Carl E. Otto	W. F. Huffman H. F. Bailey (bm) Bernice Heiser (cm)	F. J. Trier H. F. Bailey (n) Edna Damitz (cl)	Royal Kruger

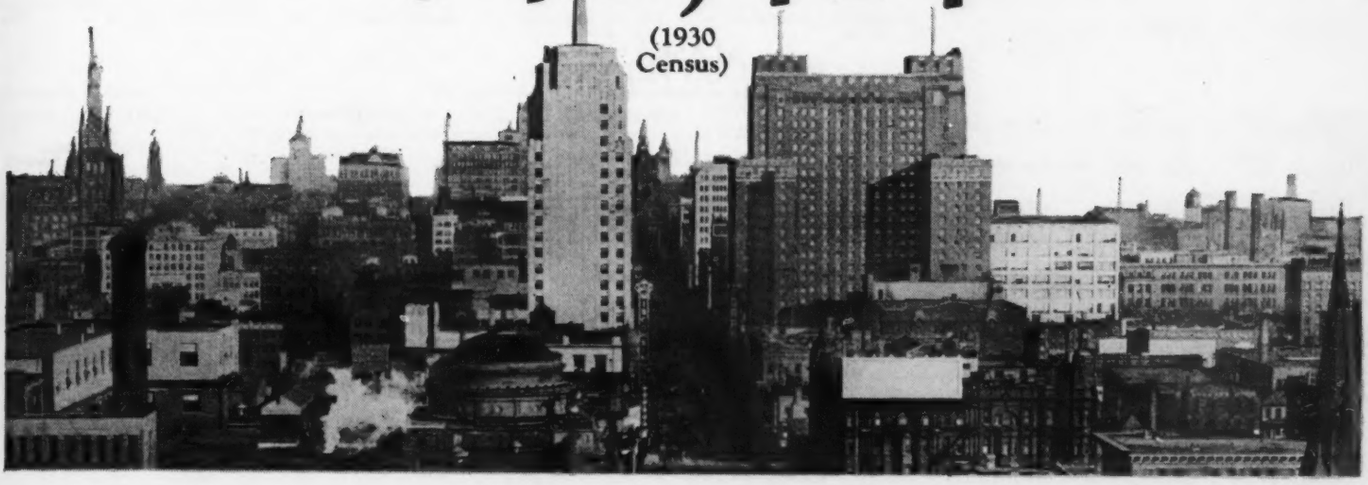
WYOMING

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
CASPER 16,619	Times (m) ..... Sunday edition (S) ..... Tribune-Herald (e) 7,143 Sunday edition (S) 7,197	.04 .04 .06 .06	.... .056 .056	(32-10) (I) (AP,UP) (†) (116-46)	Charles W. Barton Natrona County Tribune J. E. Hanway, Pub.	J. E. Hanway R. E. Evans	Gene Martin Eugene Carson (sp)	Charles W. Barton E. E. Hanway (bm) J. K. Baldwin (cm)	Thos. Daily Mrs. Myrtle Keene (n) Ines Babb Taylor (cl)	George Peck

(*Continued on page* 102)

Metropolitan MILWAUKEE 743,414

(1930 Census)



Offers Sales Advantages to Fit 1932 Needs

METROPOLITAN Milwaukee, according to the Census Bureau, has a population of 743,414 in an area approximately fifteen miles square.

This sizable but compact sales area meets all the tests of a profitable market for 1932 —concentrated population for economical volume sales, high buying power, rare stability of income, low advertising costs.

Thirty per cent of all Greater Milwaukee families file income tax returns as compared to the national average of fifteen per cent. Automobile registrations outnumber families. More than $1,000,000 is spent daily in Milwaukee stores.

More than 50% of all Greater Milwaukee homes are owned by occupants. More than 80% live in individual homes and are buyers of everything from roofs to heating plants, lawn implements to garage gadgets. Their income is stabilized and protected by the most diversified industrial production found in any city in the country.

Not only do these healthy market conditions cut sales costs, but advertising dollars go farther because one newspaper is all you need to cover Greater Milwaukee thoroughly. Exclusive schedules in The Milwaukee Journal cover more than 80% of the buying power in Greater Milwaukee — eliminate expensive, ineffective duplication— allow use of more impressive space, and yield maximum profits.

More than 400 national advertisers each year depend on The Journal exclusively to sell this market. The new rate makes this policy even more profitable in 1932.

How Milwaukee Rates in Buying Power

Compared to Other Cities of 500,000 or more

Population	12th
Per Capita Retail Sales	3rd
Home Ownership	3rd
Automobile Ownership	5th
Radio Ownership	2nd
Industrial Payrolls	7th
Per Cent of Families Making Federal Income Tax Returns	4th
Per Cent of Families Having Electric Service	7th
Per Cent of Families Having Telephones	5th

THE MILWAUKEE JOURNAL

FIRST BY MERIT

National Representatives: O'Mara & Ormsbee, Inc.

New York Chicago Detroit Los Angeles San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WYOMING (Cont'd)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHEYENNE	Tribune-Leader										
17,361	(e)	7,551	.06	.045	(R) (AP) (68)	Wm. C. Deming, Pub. & Pres.	John C. Thompson	John Bruner Shelby Thompson (sp)	William I. N. Cox	George Staples	
GILLETTE	Journal										
1,340	(e)	981	.025	....	(65)	Harmon C. Rice			Mary A. Rice (cm)		
LANDER	Post										
1,526	(e)	688	.021	.021	(R) (AP) (J) (none)	George R. Adam	George R. Adam	Harland Bates	George R. Adam	George R. Adam	
LARAMIE	Republican & Boomerang										
8,609	(e)	2,382	.03	....	(I) (AP) (116)	Republican Pub. Co. F. S. Burrage, Pres.	F. S. Burrage Ted Olson	G. A. Cook Frederic Hufsmith	F. S. Burrage John B. Isberg (bm) Margaret Beitel (cm)	John B. Isberg Jack W. Adams (n) Margaret Beitel (cl)	Lon Little
SHERIDAN	Press										
8,536	(e)	5,068	.05	....	(I) (AP,UP) (132-46)	Frederick L. Yates, Pres.	Haydie Yates	L. L. McBride Donald Kovacic (sp) Haydie Yates (Su)	Frederick L. Yates G. M. Hartman (bm) L. Devitt (cm)	J. W. Carney	Leon Jezewak
	Sunday edition										
	(S)	5,416	.05	....							
THERMOPOLIS	Record										
3,460	(e)	2,166	.025	....	(I) (AP) (none)	T. J. Gilroy		R. W. Noble	T. J. Gilroy H. L. Bieber (cm)		

ALASKA

(Note: The Districts in the tabulation are recording districts used by U. S. Census Bureau.)

City Population	Name of Newspaper Circulation		Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ANCHORAGE	Times										
Dist., 2,736; town (inc.), 2,777	(e)	900	.025	....	(AP,UP) (none)		R. G. Southworth		R. G. Southworth		
CORDOVA	Times										
Dist., 1,620; town (inc.), 980	(e)	715	.021	.021	(I-R) (AP) (J) (none)	Harry G. Steel	Harry G. Steel	A. C. Faith George Dooley (sp)	Wilbur Irving (cm)		John Ristine Kenneth Scherrer (j)
FAIRBANKS	News-Miner										
Dist., 3,444; town (inc.), 2,101	(e)	935	.036	....	(AP) (3)		Bernard M. Stone		Bernard M. Stone		
JUNEAU	Empire										
Dist., 6,174; town (inc.), 4,043	(e)	2,483	.04	....	(AP) (none)	John W. Troy			John W. Troy		
KETCHIKAN	Chronicle										
Dist., 6,468; town (inc.), 3,798	(e)	1,035	.035	.018	(I) (AP) (J) (47)	Journal Ptg. Co. Thos. K. Smith, Pres.	Roy Anderson	Sidney D. Charles Gene Brice (sp-Su)	Thomas K. Smith (bm). Genevieve Nelson (cm).	Thos. K. Smith Genevieve Nelson (cl)	R. R. Spaeth
	Sunday edition										
	(S)	1,038	.035	....							
NOME	Nugget										
Dist., 8,847; town (inc.), 1,213	(e)	.....	....	....	(AP)		Geo. S. Maynard		Geo. S. Maynard		
SEWARD	Gateway										
Dist., 1,279; town (inc.), 835	(e)	602	.025	....	(I) (AP) (J) (3)	Gateway Pub. Co. Harry V. Hoben & Ernest F. Jensen, Pub.	E. Forrest Jensen		E. Forrest Jensen (gm-bm)	F. J. Harrison	Otto G. Sandbeck

PHILIPPINE ISLANDS

City Population	Name of Newspaper Circulation		Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
MANILA	Bulletin										
300,000	(m)	7,352	.045	.032	(I) (AP,UP,CT) (†) (99)	Carson Taylor	Roy C. Bennett	H. Ford Wilkins Robt. A. Smith (sp)	Carson Taylor Jose' Ferraris (cm)	A. R. Tuohy	Miguel Vamba
	Philippines Herald										
	(e)	12,677	.052	....	(I) (UP) (143)	Peoples Press, Inc.	Manuel X. Burgos, Jr.		M. Farolan (asst-gm)	L. S. Reyes	
	Manila Tribune										
	(m)	.....	....	....	(AP) (*S) (none)	Alejandro Roces, Jr., Pub. T. V. T. Pub. Corp A. Roces, Pres.	Carlos P. Romulo Mauro Mendes	Jose' P. Bautista Anacleto Benavides (sp) F. B. Icasiano (Su)	A. Roces, Jr. C. Ramires (cm)	D. L. Brodt	Marcelo de Jesus
	Sunday edition										
	(s)										

THE CANONS OF JOURNALISM

Ethical Rules Adopted by the American Society of Newspaper Editors on April 28, 1923, and Since Endorsed by Many State Associations and Other Groups of Journalists

THE primary function of newspapers is the communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism, these canons are set forth:

(1) RESPONSIBILITY—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

(2) FREEDOM OF THE PRESS—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right by law, including the wisdom of any restrictive statute. To its privileges under the freedom of American institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

(3) INDEPENDENCE—Freedom from all obligations except that of fidelity to the public interest is vital.

A. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of the claims to value as news, both in form and substance.

B. Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

(4) SINCERITY, TRUTHFULNESS, ACCURACY—Good faith with the reader is the foundation of all jouurnalism worthy of the name.

A. By every consideration of good faith, a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughfulness, or accuracy within its control, or failure to obtain command of these essential qualities.

B. Headlines should be fully warranted by the contents of the articles which they surmount.

(5) IMPARTIALITY—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

(6) FAIR PLAY—A newspaper should not publish unofficial charges affecting reputation or moral character, without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

A. A newspaper should not invade rights of private feelings without sure warrant of public right as distinguished from public curiosity.

B. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

(7) DECENCY—A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES

ALBERTA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CALGARY	Albertan									
83,362	(m) 13,294	.07	.06	(I-L) (CanP) (J) (C27-81)	Albertan Pub. Co., Ltd. Geo. M. Bell, Pub.-Pres.	G. E. Leighton A. C. Ballantyne (Asst-ed)	J. McCook Harry Scott (sp)	G. E. Leighton (gm-bm) Ray Forrest (cm)	W. A. Anderson Mrs. B. Marshall (cl)	L. S. Walker C. A. Neal (j)
	Herald									
	(e) 27,678	.10	....	(I) (CanP,UP,AP,BUP), (C1-C19-E1-39)	Calgary Herald, Ltd. William Southam, Pres.	J. H. Woods C. A. Hayden	J. M. McCannell R. B. Wilson (sp)	O. L. Spencer (bm) A. J. Hilliker (cm)	J. D. MacMillan F. E. Marshall (cl)	F. Milne
EDMONTON	Bulletin									
79,829	(e) 15,339	.07	.05	(I) (CanP) (J) (7)	Alberta Free Press, Ltd. Charles E. Campbell, Pub.	John Howey W. DeGraves	R. Hammond W. Lewis (sp)	Robert J. Robb (bm) Howard Watson (cm)	J. C. Macgarrie Robt. McLaughlin (cl)	Marsh Hodgins James Hill (j)
	Journal									
	(e) 30,565	.10	....	(I) (CanP,AP,BUP) (C1-C19-39)	Edmonton Journal, Ltd. John M. Imrie, Pub. Wm. Southam, Pres.	A. B. Watt C. S. Wallace	Fraser Gerrie G. Mackintosh (sp)	P. J. Giffen (bm) H. V. Wooten (cm)	Geo. B. Cooper R. Horn (cl)	H. Lambert
LETHBRIDGE	Herald									
13,448	(e) 5,922	.04	....	(I-L) (CanP) (J) (39)	Lethbridge Herald Ptg. Co., Ltd. W. A. Buchanan, Pub.-Pres.	W. A. Buchanan H. G. Long	C. F. Steele S. Rivers (sp)	W. A. Buchanan J. Torrance (bm) S. A. Buchanan (cm)	J. Torrance R. D. MacQueen (cl)	S. N. Trew T. Evans (j)
MEDICINE HAT	News									
10,310	(e) 1,741	.02	.02	(L) (CanP) (J) (none)	Medicine Hat News, Ltd. L. N. Laidlaw, Pres.	A. J. N. Terrill	T. A. Maxwell Geo. Milburn (sp)	A. J. N. Terrill T. R. Osborne (bm) R. J. Worth (cm)	T. R. Osborne R. J. Worth (cl)	E. McB. Forbes E. Downing (j)

BRITISH COLUMBIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CRANBROOK	Tribune									
	(e) new daily	....	....	(BUP) (none)	Elmer D. Hall	Elmer D. Hall				
NANAIMO	Free Press									
8,645	(e) 2,500	.02	.015	(I) (CanP) (mer) (J) (none)	T. B. Booth	T. B. Booth	T. B. Booth		L. R. Booth	R. Norris (j)
	Herald									
	(m)	.02	....	(134)	R. R. Hindmarch	R. R. Hindmarch				
	Sunday edition									
	(S)	.02	....							
NELSON	News									
5,931	(m) 4,693	.03	.03	(I) (CanP) (J) (none)	News Pub. Co., Ltd. F. F. Payne, Pub. R. F. Green, Pres.	F. F. Payne J. B. Curran	J. B. Curran Walter Wait (sp)	F. F. Payne E. S. Planta (bm) A. D. Pochin (cm)	E. A. Tedlock C. E. Tedlock (n) J. P. Toulson (cl)	J. W. Wray Nelson Ball (j)
NEW WESTMINSTER	British Columbian									
17,824	(e) 4,003	.035	.042	(C) (UP,BUP) (mer) (†) (J) (C31)	Hon. J. D. Taylor	C. D. Taylor J. D. Taylor	F. Marshall M. McLennan (sp)	J. D. Taylor (gm-bm) J. Lansen (cm)	J. G. MacFarlane F. H. Cunningham (n) K. D. Jones (cl)	H. Walsh C. O. Peele (j)
PRINCE RUPERT	Empire									
6,336	(e)	....	....	(I) (d) (none)	S. M. Newton					
	News									
	(e) 1,555	....	....	(I) (CanP) (C45-94-134)	Prince Rupert News, Ltd. H. F. Pullen, Pub.-Pres.	H. F. Pullen	G. A. Hunter	H. F. Pullen		D. McCorkindale
TRAIL	Times									
7,591	(e) 1,591	.025	.025	(I) (CanP) (J) (none)	Trail Times, Ltd. W. A. Curran, Pub.-Pres.	E. R. Ramsden W. A. Curran	J. Quayle E. R. Ramsden (sp)	W. A. Curran E. A. Temple (bm-cm)	E. A. Temple	W. H. Schierholtz
VANCOUVER	Province									
245,307	(e) 80,826	.16	....	(I) (CanP,AP,BUP,NYT-LT, CT, TS) (†) (39)	Vancouver Province, Ltd. F. J. Burd, Pub. Wm. Southam, Pres.	Roy W. Brown H. R. Kenvyn		F. J. Burd John Russell (bm) F. E. Henderson (cm)	W. C. Russell	J. W. Wright
	Sunday edition									
	(S) 93,827	.18	....							
	Star									
	(m) 15,650	.08	.06	(I) (CanP) (94-134)	Star Pub. Co., Ltd. Brig. Gen. Victor W. Odlum, Pub.-Pres.	J. E. Norcross J. N. Brown	G. A. Siverts W. J. Finlay (sp)	J. A. Grant (Asst.-to-Pub) E. F. Odlum (bm) S. A. Young (cm)	A. E. Craig Mrs. J. Hay (cl)	H. Engberg
	Sun									
	(e) 72,011	.15	.13	(I-L) (CanP,AP) (mer) (†) (J) (E) (C32-117-146-10)	Sun Pub. Co., Ltd. R. J. Cromie, Pub.	H. L. Weir G. H. Sallans	A. Russell A. G. Lytle (sp)	S. Griffis (man-dir) P. J. Salter (Comp) H. F. Gates (cm)	G. A. Cran A. H. Middleton (n) H. E. Richardson (cl)	H. Wheatland Ed Rorke (j)
VICTORIA	Colonist									
38,441; Greater Victoria, 67,665	(m) 10,931	.065	.06	(C) (CanP,AP,CDN) (†) (J) (C35-144)	J. R. Matson	Charles Swayne Bruce A. McKelvie (news)	H. B. MacDonald V. R. Gravlin (sp) Bruce A. McKelvie (Su)	J. L. Tait (bm) A. G. Hawkins (cm)	Alex T. Stewart	Harry Buckle E. A. Gallop (j)
	Sunday edition									
	(S) 13,897	.065	....							
	Times									
	(e) 10,290	.06	.06	(L) (CanP) (†) (E) (39)	Times Ptg. & Pub. Co., Ltd.	B. C. Nicholas	A. Wills P. Salloway (sp)	W. B. Monteith R. G. Thomson (bm) A. Jones (cm)	W. A. Patterson	

MANITOBA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BRANDON	Sun									
16,966	(e) 4,655	.025	.025	(C) (CanP,AP,BUP) (J) (C27)	Sun Pub. Co. J. B. Whitehead, Pres.	W. H. Noakes J. B. Whitehead	George Longley H. L. Crawford	J. B. Whitehead E. C. Whitehead (bm) Miss H. Barlow (cm)	R. H. Quinn F. W. Woodley (cl)	George Fletcher E. C. Whitehead (j)
PORTAGE LA PRAIRIE	Graphic									
6,574	(e) 1,500	.015	....	(I) (J) (none)	Graphic-Liberal Ptg. Co. N. S. Smith, Pres.	N. S. Smith (acting)		M. Hawley-Smith (bm-cm)	M. Hawley-Smith	N. S. Smith
THE PAS	Northern Mail									
5,000	(e) 1,969	.025	....	(I) (CanP) (J) (C27-81)	Northern Mail, Ltd. George M. Bell, Pres.	P. C. Galbraith	P.C.Galbraith(ce-sp)	P.C.Galbraith(gm-bm). T.O.S.Thorstein(cm)	P. C. Galbraith	F. Jansen
WINNIPEG	Free Press									
217,587	(m) 22,194	....	....	(I) (CanP,UP,BUP) (39)	Manitoba Free Press Co., Ltd. E. H. Macklin, Pres.	J. W. Dafoe G. V. Ferguson	A. E. Coo W. Allen (sp)	E. H. Macklin A.G.Cowan(cm-c'try). J.H.Longrigg(cm-city)	C. A. Smith G. A. Titus (cl)	H. W. Cooper
	Free Press									
	(e) 43,440	....	....							
	Combined daily									
	(me) 65,634	.16	.14							
	Tribune									
	(e) 39,643	.11	....	(I) (CanP,AP,INS) (144-C1-C19-E1)	Tribune Newspaper Co., Ltd. Wm. Southam, Pres.	W. L. MacTavish William Walling	F. J. O'Malley Paul E. Warburg (sp) C. V. Combe (Su)	M. E. Nichols (V.P.-man-dir) W. McCurdy (bm) C. R. Hudson (cm)	A. W. Moscarella Reg. F. Dawkins (cl)	J. Baker

NEW BRUNSWICK

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FREDERICTON	Gleaner									
8,828	(e) 7,546	.026	....	(C) (none)	Gleaner, Ltd.					
	Mail									
	(e)	.018	....	(I) (BUP) (J) (none)	Mail Ptg. Co.	R. P. Allen				
MONCTON	Times									
20,617	(m)	.025	....	(L-C) (CanP) (J) (none)	Times Ptg. Co.	J. S. Boyd		J. C. Keating		C. G. Wilson
	Transcript									
	(e) 6,838	.025	....	(I) (CanP,AP) (J) (none)	Moncton Transcript, Ltd. O. L. Barbour, Pres.	O. L. Barbour	B. S. Robb W. Hutchinson (sp)	F. Kennedy	E. MacWillian (n) G. Steeves (cl)	H. Strugnell J. Ward (j)
ST. JOHN	Telegraph-Journal									
46,640	(m) 18,970	....	....							
	Times-Globe									
	(e) 15,309	....	....	(I) (CanP,BUP) 65-114)	New Brunswick Pub. Co., Ltd J. D. McKenna, Pres.	A. M. Belding D. B. Rogers		L. W. Bewick (bm) P. H. Butler (cm)	L. Hennigar	W. E. Swin
	Combined daily									
	(me) 34,279	.20	....							

NOVA SCOTIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMHERST	News									
7,406	(e)	.021	....	(I-C) (BUP) (J) (none)	News-Sentinel, Ltd.	N. S. Sanford		G. Zwicker		
GLACE BAY	Gazette									
20,704	(e)	.03	....	(I) (CanP) (J) (65-134)	A. D. MacNeill	J. MacDonald		A. D. MacNeill (bm) C. E. Purdy (cm)		W. T. Connolly
HALIFAX	Chronicle									
58,939	(m) 13,489	....	....	(L) (CanP) (†) (C8-C45-81)	Chronicle Co., Ltd.	Geo. Farquhar H. W. Jones	H. Connolly W. G. Foley (sp)	J. R. MacGregor J. K. Rathburn (cm)	A. G. Sampson	W. R. Turner
	Star									
	(e) 19,419	....	....							
	Combined daily									
	(me) 32,908	.11	....							
	Herald									
	(m) 24,759	....	....	(I-C) (CanP,AP,BUP) (E) (7)	Halifax Herald, Ltd. Mrs. Agnes Dennis, Pres.	E. E. Kelley (m) H. Wier (e) R. J. Rankin (me)	W. McCall (sp)	W. H. Dennis (gm-man-dir) A. W. Robb (bm) G. H. Gillis (cm)	D. A. Morrison A. W. Robb (n) W. H. Whitten (cl)	P. Doherty
	Mail									
	(e) 24,030	....	....							
	Combined daily									
	(me) 48,789	.14	....							

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

NOVA SCOTIA (Cont'd)

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEW GLASGOW 8,900	News (e) 4,035	.02	.02	(C) (CanP) (J) (none)	Scotia Printers, Ltd J. W. Sutherland, Pub.-Pres.	J. W. Sutherland	J. H. Smith (sp)		J. McPherson	F. S. Moore D. C. Ross (j)
SYDNEY 22,319	Post (m) 5,076 Post (e) 3,449 Combined daily (me) 8,525	.... .04	....	(C) (CanP) (C18-94-134)	Post Pub. Co., Ltd	N. M. Browne		A. D. Jost (bm) R. Harris (cm)	D. Cunningham (n)	J. Gavelle
	Record (e)	.03	....	(L) (CanP) (none)	Record Pub. Co., Ltd E. L. Coleman, Pres.	H. B. Jefferson		E. C. Macdonald		
TRURO 7,813	News (e) 1,200	.01	.01	(I) (CanP) (J) (none)	News Pub. Co., Ltd A. R. Coffin, Pres.	G. E. Herman	G. E. Herman	A. R. Coffin	A. R. Coffin	R. L. Parks

ONTARIO

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BELLEVILLE 13,798	Ontario Intelligencer (e) 6,274	.03	.025	(I) (CanP) (J) (C29)	W. H. Morton	F. W. Rathman G. A. Morton	C. D. Tice K. Colling (sp)	W. H. Morton (gm-bm) R. Fox (cm)	A. G. Davie M. Cannon (n) B. M. Ashley (cl)	Chas. Hardwick Jas. Cordes (j)
BRANTFORD 30,153	Expositor (e) 12,189	.05	.05	(I) (CanP) (†) (none)	Preston & Sons, Ltd W. B. Preston, Pres.	H. B. Christie W. B. Preston (me) A. T. Whitaker (news)	C. F. Sanders Alan Rose (sp)	W. B. Preston Miss G. M. Adams(bm) G. L. Bowden (cm)	J. H. Johnson T. L. Ashton (n) J. H. Johnson (cl)	W. D. Reeves
BROCKVILLE 9,682	Recorder & Times (e) 4,563	.02	.02	(I-L) (CanP) (J) (none)	Recorder Ptg. Co Rt. Hon. Geo. P. Graham, Pres.	H. R. Morgan	C. E. Amonde J. J. Keir	W. J. Moore (bm) E. M. Conlin (cm)	Joseph Edwards	E. L. Hill
CHATHAM 14,520	News (e) 6,665	.035	....	(I) (CanP) (†) (none)	Chatham News, Ltd E. C. Young, Pres.	R. W. Angus	J. Emmott W. Scurr (sp)	J. K. Stewart (bm) J. A. Farrell (cm)	C. L. Brethour J. K. Stewart (n) Miss M. Stevens (cl)	Ralph Edwards
PORT WILLIAM 26,075	Times-Journal (e) 6,274	.03	.03	(I) (CanP) (J) (none)	Times-Journal of Ft. William, Ltd. E. G. Murphy, Pres.	J. R. Lumby	W. H. Belford F. W. Edwards (sp)	D. Smith (gm-bm) E. Cracknell, Jr. (cm)	G. A. Johnston I. D. Wilson (cl)	M. C. Williams J. A. Doak (j)
GALT 13,571	Reporter (e) 5,500	.025	.02	(CanP) (C29)	Galt Publishers, Ltd Allan Holmes, Pres.	E. Werstine Allan Holmes	E. Werstine H. V. Marshall (sp)	Allan Holmes (gm-bm) E. Lee (cm)	J. E. Slaight	G. Hogan
GUELPH 21,068	Mercury (e) 6,440	.025	....	(I) (CanP) (†) (none)	Guelph Mercury, Ltd E. C. Young, Pres.			G. C. Humphreys (bm) T. Collins (cm)		
HAMILTON 160,972	Herald (e) 13,869	.06	.06	(I) (CanP,INS) (94-134)	Hamilton Herald, Ltd W. J. McNair, Man.-Dir.	A. E. S. Smythe W. J. McNair	J. W. Tremlett P. J. Jones (sp)	I. H. Macdonald (bm) J. W. Tufford (cm)	George Davis J. G. Blythe (n) M. Horning (cl	J. W. Baxter
	Spectator (e) 39,510	.11	....	(I-C) (CanP,AP,UP) (144)	Hamilton Spectator, Ltd William Southam, Pres.	A. J. Holloway	J. A. McKenty W. C. McMullen (sp)	F. I. Ker (gm-bm) F. L. Britten (cm)	James R. Allan N. Parkinson (cl	Geo. R. Allan
KINGSTON 23,204	Whig-Standard (e) 11,745	.045	.03	(I) (CanP,AP,BUP) (†) (146)	Whig-Standard Pub. Co., Ltd. W. Rupert Davies & H. B. Muir, Pubs.	W. Rupert Davies A. L. Davies	A. L. Davies Fred C. Beaudry	H. B. Muir (gm-bm) Robt. H. Trencer (cm)	W. J. Coyle K. Wanless (cl)	Geo. F. Pollitt
KITCHENER-WATERLOO 30,261	Record (e) 10,618	.045	.04	(I) (CanP) (J) (none)	News Record, Ltd Hon. W. D. Euler, Pres.	H. J. Helm Arthur H. Lowe	Stanley S. Shants V. E. McKenty (sp)	W. J. Motz (gm-bm) J. Fehrenbach (cm)	T. H. Kay K. Jagelewski (cl)	W. Besserer
LINDSAY 7,447	Post (e) 2,372	.025	....	(I) (CanP) (none)	George H. Wilson					
LONDON 71,022	Advertiser (m) 14,628 Advertiser (e) 3,192 Combined daily (me) 17,220	.... .06	....	(L) (CanP) (none)	Advertiser Co., Ltd J. F. MacKay, Pres.	M. W. Rossie		H. G. Kimber (bm)	R. E. Tait	J. Dalton
	Free Press (m) 21,067 Free Press (e) 16,087 Combined daily (me) 37,154	.... .10	.... .10	(L-C) (CanP) (*) (†) (117)	London Free Press A. S. Blackburn, Pub.-Pres.	A. R. Ford	C. E. Carruthers Wm. Rhodes (sp)	Charles Thomas Wm. Bruce (cm)	W. E. Gunn H. J. Hamilton	Mel Parkinson
NIAGARA FALLS 18,970	Review (e) 5,480	.025	.02	(I) (CanP, BUP) (J) (C29)	F. H. Leslie, Ltd F. H. Leslie, Pres.	James M. Cowan F. H. Leslie	James M. Cowan Wm. Gaynon (sp)	F. H. Leslie (gm-bm) A. Furney (cm)	D. W. Fielding	Pat Haffey Chas. A. Styles (j)
OSHAWA 23,365	Times (e) 3,877	.03	.025	(I) (CanP) (J) (C29)	Times Pub. Co. of Oshawa, Ltd. C. M. Mundy, Pres.	M. McIntyre Hood		A. R. Alloway H. Boyce (cm)	T. L. Wilson A. R. Alloway (n) Miss L. McKnight (cl)	T. L. Wilson G. M. Goodfellow (j)
OTTAWA 124,688	Citizen (m) 8,043 Citizen (e) 27,083 Combined daily (me) 35,126	.... .09	....	(I) (CanP,AP) (†) (C1-C19) (144)	Citizen Pub. Co., Ltd Wm. Southam, Pres.	C. A. Bowman T. D. Finn	L. R. Brindley Ed Baker (sp)	H. S. Southam (V.P.-man-dir) J. B. Kenny(asst.-gm) T. V. Armstrong (cm)	F. W. Crabbe V. M. Young (cl)	J. P. Kenney
	LeDroit (e) 16,137	.06	.04	(I) (CanP) (J) (none)	Le Syndicat d'Oeuvres Sociales Ltee. Esdras Terrien, Pres.	Chas. Gautier Emile Boucher	Emile Boucher Orvila Julien (sp)	H. Edmund Lemieux Ch Laplante (cm)	Ed Lamieux M. Richer (cl)	Eugene Beaudry D. Baralou (j)
	Journal Dailies (m) 9,912 Journal Dailies (e) 26,590 Combined daily (me) 36,502	.... .09	....	(I-C) (CanP,AP) (†) (42-C35)	P. D. Ross	E. N. Smith		R. F. Parkinson T. V. Armstrong (cm)	J. W. Cockburn (n)	M. Powell
OWEN SOUND 12,717	Sun-Times (e) 7,417	.03	.03	(I) (CanP) (†) (J) (C29-7)	Fleming Pub. Co., Ltd Howard Fleming, Pub. C. A. Fleming, Pres.	M. B. Dulmage (me)	R. Payne Geo. Dulmage (sp)	Howard Fleming C. McKerroll (cm)	H. R. Moffat Howard Fleming (n)	G. Mead (j)
PETERBOROUGH 22,289	Examiner (e) 7,850	.03	....	(I) (CanP) (J) (7)	Peterborough Examiner, Ltd. R. M. Glover, Pres.	F. D. Craig	G. W. Craw C. J. Pirdue (sp)	R. M. Stover S. H. Mitchell (cm)	J. H. Caliendar R. M. Glover (n)	W. R. Patch
PORT ARTHUR 19,749	News-Chronicle (e) 4,499	.03	.03	(I) (CanP) (J) (none)	News-Chronicle Pub. Co., Ltd. E. B. MacKay, Pres.	O. F. Young E. B. MacKay	T. B. Allen Bob Johnston (sp)	E. B. MacKay (gm-bm) Fred Godfrey (cm)	John Manning	John Saunders H. Stanworth (j)
PORT HOPE 4,750	Guide (e) 1,600	....	....	(I) (J) (none)	Geo. Wilson & Son	Donald H. Wilson	Donald H. Wilson	Donald H. Wilson	Donald H. Wilson	W. T. Greenway
ST. CATHERINES 24,703	Standard (e) 9,860	.05	.03	(I) (CanP,BUP) (J) (C3a-94-134)	St. Catherines Srandard, Ltd. H. B. Burgoyne, Pub.	H. L. Walsh H. B. Burgoyne	W. A. Moore C. E. Browne (sp)	H.B.Burgoyne(gm-bm) H. M. Turnbull (cm)	H. M. Gadsby H. B. Burgoyne (n)	M. G. Weir Miss R. Birbeck (j)
ST. THOMAS 15,350	Times-Journal (e) 9,011	.04	.03	(I) (CanP) (7)	Times-Journal of St. Thomas, L. H. Dingman, Pub. Pres	Thos. Keith L. H. Dingman	N. Whitmore	W. L. Agnew (gm-bm) W. J. Stewart (cm)	D. M. Brayley W. L. Agnew (n) O. Coville (cl)	
SARNIA 17,848	Canadian Observer (e) 5,730x	.0275	.0275	(I) (CanP) (C48)	Canadian Observer, Ltd H. M. Hueston, Pres.	H. M. Hueston	A. W. Tennant	A.D.McKensie(gm-bm) Frances Kane (cm)	Carl Manore Anna Whiting (cl)	J. W. Peacock
SAULT STE. MARIE 23,047	Star (e) 6,574	.0275	....	(I) (CanP) (J) (none)	J. W. Curran	J. W. Curran	J. C. Richardson F. MacDougall (sp)	J. W. Curran (gm-bm)	D. Cohen J. W. Curran (n)	W. S. Curran D. Hilts (j)
STRATFORD 17,714	Beacon-Herald (e) 9,044	.04	.03	(CanP) (J) (C29-7)	Beacon-Herald of Stratford, Ltd. L. H. Dingman, Pres.	A. R. Kennedy	C. H. Obeay L. W. Appel (sp)	C. D. Dingman (bm) C. C. Cavell (cm)	J. A. Triller	M. A. Robinson R. Waters (j)

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

ONTARIO (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Local	Key See note on Page 16	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TORONTO 667,582	Globe (m)	97,374	.23	.14	(I) (CanP,AP,NYT-LT,CT) (mer) (E) (55)	Globe Ptg. Co. W. G. Jaffray, Pub-P	Harry W. Anderson (me) A. D. Clarke (news)	Lorne A. MacIntyre M. J. Rodden (sp)	W. G. Jaffray (gm-bm) A. R. Poynts (cm)	R. K. Stocks	John Chinn
	Mail and Empire (m)	114,165	.23	.14	(C) (CanP,AP,UP) (E) (81)	Mail Ptg. Co. I. W. Killam, Pres. John Scott, Pub.	Frank D. L. Smith Vernon Knowles	M. B. McDonald Edwin Allen (sp)	John Scott Wm. A. Peacey (bm) John R. Blaber (cm)	William J. J. Butler F. J. Henry (cl)	Arthur Irwin
	Star (e)	198,012	.23	.14	(I-L) (CanP,, UP, AP) (*Sat) (J) (E) (42)	Star Ptg. & Pub. Co. of Toronto, Ltd. Jos. E. Atkinson, Pres.	J. T. Clark H. C. Hindmarsh	J. B. Drylie Lou Marsh (sp) J. H. Cranston (Su)	W.C.R.Harris (gm-bm) W .L. Argue (cm)	W. C. R. Harris Fred'k L. Tate (cl)	A. C. F. West John J. Welsh (j)
	Sunday edition (S)	225,766	.23	....							
	Telegram (e)	141,118	.23	.14	(I-C) (CanP,BUP) (E) (144)	J. Ross Robertson Estate	C. O. Knowles	H. C. Berkeley J. P. Fitzgerald (sp)	A. T. Chadwick (bm) T. N. Dwan (cm)	Bruce Campbell A. H. Toppin (n) J. L. Percy (cl)	
WELLAND & COLBURNE 10,688 6,488	PT.Tribune (e)	4,642	.025	.025	(I) (CanP) (C29)	Welland Publishers, Ltd. A. D. McKenzie, Pres.	H. J. Foster	Wm. Lewis Thos. Morrison (sp)	H. J. Shore (bm-cm)	H. J. Shore	O. Clements
WINDSOR 62,957	Border Cities Star (e)	38,666	.11	.08	(I) (CanP,UP) (J) (81)	Star Pub. Co. of Windsor, Ltd. W. F. Herman, Pub-P	Ellison Young (me)	W. L. Clark Verne DeGeer (sp)	H. A. Graybiel R. J. Sallans (bm) C. E. Traunicek (cm)	R. J. Newell R. J. Sallans (n) K. McKay (cl)	J. Braddock C. G. Mortenson (j)
WOODSTOCK-INGERSOLL 11,391	Sentinel-Review (e)	6,087	.03	.03	(I) (CanP) (J) (94-134)	Sentinel-Review Co., Ltd	W. E. Elliott	O. T. G. Martin	C. O. Tatham (bm)		P. H. Medcalf

PRINCE EDWARD ISLAND

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHARLOTTETOWN 12,357	Guardian (m)	5,198	.03	....	(C) (CanP) (J) (65)	J. R. Burnett			J. R. Burnett (gm-bm) Gwendolyn Keenan(cm)		
	Patriot (e)	3,822	.02	....	(L) (CanP) (J) (none)	W. A. Gaudet			W. A. Gaudet (bm) Marion MacMillian(cm)		

QUEBEC

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHICOUTIMI 11,827	LeProgres du Saguenay (e)	5,478	.04	.04	(I) (CanP) (J) (none)	Le Syndicat des Imprimeurs du Saguenay A. F. Mercier, Pres.	Dominique Beaudin	P. E. Lecuyer	A. F. Mercier J. A. Alain (cm)	Maurice Libaud	L. L. Grenon
LEVIS 11,724	Le Quotidien (e)	.....	.015	....	(L) (none)	La Cie du Publication du Levis, Ltd.					
MONTREAL 10,925: Greater Montreal, 954,557	Le Canada (m)	11,245	.06	....	(L) (CanP) (J) (none)	La Cie du Publication du Canada, Ltd.	C. Bourassa (me)		C. Bourassa Ant. Lefebvre (cm)		
	Le Devoir (e)	13,670	.06	.06	(I) (CanP) (J) (C6-65)	Imprimerie Populaire, Ltd. Henri Bourassa, Pub. Oscar Dufresne, Pres.	George Pelletier Louis Dupire	Louis Robillard X. E. Narbonne (sp)	George Pelletier Nap. Lafortune (bm) Levis Lorrain (cm)	A. Montambault	J. O. Beaudet
	Gazette (m)	36,415	.10	.10	(I-C) (CanP,AP) (J) (E) (55)	Gazette Ptg. Co., Ltd. Hon. Smeaton White, Pres.	Paul Bilkey J. A. McNeil	John Chalmers Wm. Morrison (sp)	T. Lawson (cm)	W. J. C. Sutton	J. Hayes T. Winfield (j)
	Herald (e)	15,337	.06	.05	(I) (CanP,AP) (J) (E) (51)	Herald Pub. Co., Ltd. A. C. Morton, Pub-P	C. L. Sibley	K. Wright E. W. Ferguson (sp)	A. C. Morton (gm-bm) B. Noble (cm)	P. H. Devenish	J. Reilly
	Saturday edition (Sat)	8,832	.06	....							
	L'Illustration (m)	....	....	....	(BUP)						
	La Patrie (e)	35,684	.10	.08	(I) (CanP) (*Sat) (J) (E) (81)	La Patrie Pub. Co., Ltd. C E. Gravel, Pres.	J. A. Gauthier J. C. Lefrancois	Henri Dufresne J. Horace Lavigne (sp)	J.N.A.Perrault (gm-bm) O. L. Bourque (cm)	R. B. Owen F. Sillman (cl)	P. Durocher L. A. Legault (j)
	Saturday edition (Sat)	54,657	.10	....							
	La Presse (e)	159,081	.22	.22	(I) (CanP,UP,H) (*Sat) (†) (J) (E) (102)	La Cie de Publication de la Presse, Limitee. Arthur Berthiaume, Pres.	Oswald Mayrand	Herve Major A. Laberge (sp)	Hon.P. R.DuTremblay J. P. Callaghan (bm) A. Bourgeau (cm)	J. P. Callaghan J. E. McCraw (cl)	B. Lionais A. Fontaine (j)
	Saturday edition (Sat)	191,073	.22	....							
	Standard (Sat)	117,389	.15	.12	(I) (BUP,UP) (*Sat) (C35)	Montreal Standard Pub. Co., Ltd. Frederic Yorston, L. L. D.	Frederic Yorston	James P. McDonagh (ce-sp) R. A. Cochrane (Su)	Frederic Yorston R. B. Gay (bm-cm)	R. B. Gay	James McK
	Star (e)	123,772	.162	.155	(I) (CanP,UP,AP,BUP,NYHT, TS) (†) (C5a-C24a-24-83)	Montreal Star Co., Ltd. Rt. Hon. Lord Atholstan, Pres.	A. R. Carman A. J. West (exec-ed)	A. Dewar P. Spanjaardt (sp)	Rt. Hon. Lord Atholstan E. R. Whitrod (ast-bm) W. J. Little (cm)	H. G. Brewer	D. H. Parker
QUEBEC 129,103	Chronicle-Telegraph (e)	5,011	.04	....	(I) (CanP) (†) (J) (E) (7)	Chronicle-Telegraph Pub. Co., Ltd.	A. G. Penny E. G. Smith		E. G. Smith	E. G. Smith (n)	
	L'Action Catholique (e)	22,441	.07	.05	(I) (BUP) (J) (E) (7)	L'Action Sociale, Ltd. N. Fortier, Pres.	Dr. Jules Dorion Eugene L'Heureux	Calixte Dumas Maurice Descarreaux (sp)	Jos. Fortin Emil Turmel (bm) M. Letourneau (cm)	A. Dussault Arthur Brousseau (n)	J. A. Emond
	Saturday edition (Sat)	28,566	.07	....							
	L'Evenement (m)	24,152	.08	.08	(I) (CanP) (J) (C13a-C11-81)	L'Evenement Ptg. Co. J. H. Fortier, Pub-P	J. E. Barnard	J. M. Turgeon L. Lebel (sp)	E. Castonguay P. A. Robitaille (cm)	R. Trempe E. Castonguay (n) M. Dion (cl)	D. Emond
	Le Soleil (e)	48,188	.14	....	(L) (CanP) (†) (J) (E) (C35-55)	Le Soleil, Ltee	J. C. Harvey	I. Masson A. Proulx (sp)	Henri Gagnon (bm) O. Roberge (cm)	F. L. DeHaitre	F. J. Petitclerc (j)
SHERBROOKE 29,800	Record (e)	9,083	.05	.04	(I) (CanP) (none)	Sherbrooke Record Co. Alfred Wood, Pres.	Alfred Wood Gordon Miller	Kenneth Flaherty Hugh Crochetiere (sp)	Alfred Wood (gm-bm) D. O. Carter (cm)	C. P. Buckland A. Willard (cl)	M. Bradford
	La Tribune (e)	7,056	.045	.03	(L) (CanP) (J) (E) (20)	La Tribune, Ltd. Florian Fortin, Pres.	Florian Fortin L. P. Robidoux	Aurele Goyer L. C. O'Neil (sp)	Florian Fortin (gm-bm) Philippe Doyon (cm)	Alfred Desrochers Olive Lynch (cl)	Alph. Huard
THREE RIVERS 35,197	Le Nouvelliste (e)	13,014	.05	.04	(I) (CanP) (C11-C13a-7)	Le Nouvelliste Pub. Co. J. H. Fortier, Pres.	Hector Heroux (ed-writ)	Albert Plouffe M. Dube (sp)	Emil Jean Laurent Paradis (cm)	Paul Dupuis Irene Morissette (cl)	Phillippe Dion

SASKATCHEWAN

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MOOSE JAW 21,244	Herald (m)	1,763	....	....	(I-L) (CanP) (J) (C45-134-94)	Times Co., Lte. Hon. Walter Scott, Pres. Herald Ptg. Co., Ltd.	Thomas Miller	F. J. Workman Murray Brown (sp)	Thomas Miller (gm-bm) O. R. Reid (cm)	J. H. Dryman	J. S. Clark
	Times (e)	3,833	....	....							
	Combined daily (me)	5,646	.05	.05							
PRINCE ALBERT 9,000	Herald (e)	3,081	.02	.02	(I) (CanP) (J) (none)	W. L. Davis, Pub.	E. N. Davis		W. G. Eagle (bm) R. Collings (cm)	W. L. Davis	F. C. Backler
REGINA 63,025	Leader-Post (m)	14,402	....	....	(I-L) (Can P, AP, BUP), (C20-C38-E1-39)	Leader Post, Ltd. Victor Sifton, Pres.	D. B. McRae C. A. Bloom	W. Ellis A. Murray (sp)	Victor Sifton Wm. Hard (cm)	H. Saul	W. J. Vennels
	Leader-Post (e)	11,737	....	....							
	Combined daily (me)	26,130	.10	.09							
	Combined Saturday (Sat)	32,705	....	....							
	Star (e)	13,626	.07	.05	(I) (CanP,AP) (C45-C8-C33-7)	Charles E. Campbell	Frank Wright A. G. Ross	A. M. Thomas Steppy Fairman (sp)	Harry J. Ford (gm-bm) E. Sidaway (cm)	H. Frank Bird Gordon Berridge (cl)	Marsh Hodgins
	Saturday edition (Sat)	14,830	.07	....							
SASKATOON 43,025	Star-Phoenix (m)	3,260	....	....	(L) (Can P, BUP) (J) (C20-C38-39)	Saskatoon Star-Phoenix, Ltd.	J. S. Woodward (me) Eric Knowles (news-ed)	Chris Smith Walter Riddel (sp)	R. M. Cantlon G. P. Naish (cm-city) L. H. Mayock (cm-country)	F. D. Galbraith	W. J. Peacock
	Star-Phoenix (e)	20,180	....	....							
	Combined daily (me)	23,440	.00	....							

DOMINION OF NEWFOUNDLAND

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ST. JOHNS 40,000	News (m)	.....	.021	....	(none)		J. S. Currie		J. C. Puddester		
	Telegram (e)	.....	.029	....	(none)		C. A. E. Jeffery		M. G. Martin (bm) R. B. Horder (cm)	M. G. Martin	

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

Following is a list of newspapers advertising representatives in the United States. The key numbers relate to corresponding numbers showing in the newspaper and personnel lists:

Key	Firm Name	City	Office Address
1	Alcorn Co., Inc., Franklin P.	New York	500 Fifth ave.
		Chicago	410 North Michigan ave.
		San Francisco	742 Market st.
		Los Angeles	Times Building
		Seattle	Stuart Building
2	Allen-Klapp Company	Chicago	540 North Michigan ave.
		New York	551 Fifth ave.
		St. Louis	312 Victoria Bldg.
		Detroit	2-254 General Motors Bldg.
3	American Press Association	New York	225 West 39th st.
		Chicago	122 South Michigan ave.
		Detroit	2111 Woodward ave.
		Baltimore	1115 Lexington Bldg.
		Kansas City	306 Coca Cola Bldg.
		St. Louis	505 Star Bldg.
4	Anderson, C. J., Special Agency	Chicago	35 East Wacker Drive
		New York	See Ralph R. Mulligan
5	Arkansas Dailies	Chicago	75 East Wacker Drive
		New York	420 Lexington ave.
		Detroit	General Motors Bldg.
		Dallas	Mercantile Bank Bldg.
		Kansas City	Coca-Cola Bldg.
		St. Louis	Star Bldg.
		Little Rock, Ark.	1111 Boyle Bldg.
5a	Aro, Edwin	New York	37 Wall st.
	B		
6	Bartlett, A. R.	Detroit	3-129 General Motors Bldg.
7	Beckwith, The Special Agency, Inc.	New York	230 Park ave.
		Chicago	8 South Michigan ave.
		Philadelphia	1135 North 65th st.
		Detroit	4-139 General Motors Bldg.
		Kansas City	307 Interstate Bldg.
		St. Louis	1411 Syndicate Trust Bldg.
		Atlanta	1010 Glenn Bldg.
		San Francisco	221 Monadnock Bldg.
8	Bell, Tilton S.	Boston	Old South Building
9	Bertolet & Lemon, Inc.	New York	299 Madison ave.
		Chicago	30 North Dearborn st.
		Kansas City	See Davies & Dillon
		Pacific Coast	See R. J. Bidwell Co.
10	Bidwell Company, R. J.	San Francisco	742 Market st.
		Los Angeles	Times Building
		Seattle	3322 Stuart Bldg.
11	Birch, R. J. & Co.	San Francisco	155 Sansome st.
		Los Angeles	846 South Broadway
11a	Blanchard, M. A.	Chicago	1058 McCormick Bldg.
12	Block, Paul & Associates	New York	247 Park ave.
		Chicago	919 North Michigan ave.
		Detroit	General Motors Bldg.
		Boston	Little Bldg.
		Philadelphia	1420 Walnut st.
		San Francisco	839 Russ Bldg.
12a	Blohm, George	Atlanta	Rhodes Haverty Bldg.
13	Boardman, Harry B.	Chicago	123 West Madison st.
14	Boone, Rodney E. Org.	New York	959 Eighth ave.
		Chicago	929 Hearst Bldg.
		Detroit	12-230 General Motors Bldg.
		Boston	554-5 Winthrop sq.
		Rochester	14 Franklin st.
		Philadelphia	123 S. Broad st.
		San Francisco	708 Hearst Bldg.
		Cleveland	1151 Union Trust Bldg.
		Atlanta	720 Glenn Bldg.
14a	Boyd, William B.	New York	18 East 41st st.
15	Branham Company, John M.	Chicago	360 North Michigan ave.
		New York	420 Lexington ave.
		Memphis	730 Dermon Bldg.
		Atlanta	Rhodes-Haverty Bldg.
		Detroit	3-236 General Motors Bldg.
		St. Louis	721 Olive st.
		Kansas City	500 Natl. Fidelity Life Bldg.
		San Francisco	155 Sansome st.
		Los Angeles	New Orpheum Bldg.
15a	Broderick Co., P. A.	New York	210 East 43d st.
16	Bryan Murphy & Company	Kansas City	Interstate Building
17	Bryant, Griffith & Brunson, Inc.	New York	9 East 41st st.
		Chicago	230 North Michigan ave.
		Boston	201 Devonshire st.
		Atlanta	Walton Building
18	Budd Co., The, John	New York	9 East 37th st.
		Chicago	435 North Michigan ave.
		St. Louis	Chemical Bldg.
		Atlanta	Healey Bldg.
		San Francisco	55 New Montgomery st.
		Los Angeles	Western Pacific Bldg.
		Portland	Security Bldg.
		Dallas	Republic Bank Bldg.
19	Buell, Roy	Detroit	2-113 General Motors Bldg.
20	Burke, Kuipers, Mahoney & Payne, Inc.	New York	420 Lexington ave.
		Chicago	203 N. Wabash ave.
		Atlanta	711-12 Glenn Bldg.
		Dallas	715 Southwestern Life Bldg.
		Los Angeles	Chamber of Commerce Bldg.
		San Francisco	235 Montgomery st.
		Seattle	Leary Bldg.
21	Burke, Hugh	New York	60 East 42d st.
	C		
22	Callender & Lynch, Inc.	New York	24 North William st.
23	Capper Publications	New York	420 Lexington ave.
		Chicago	203 North Wabash ave.
		Cleveland	1013 Rockwell ave.
		Detroit	3-162 General Motors Bldg.
		Kansas City	1407 Waldheim Bldg.
		Philadelphia	1201 Chestnut st.
		St. Louis	2206 Pine st.
		San Francisco	Sharon Bldg.
24	Carroll, Dan A.	New York	110 East 42d st.
24a	Castle, Ralph	San Francisco	1107 Bank of America Bldg.
25	Chelf, G. C.	New York	285 Madison ave.
26	Chew, W. W.	New York	572 Madison ave.
27	Clark, Pincus & Walker, Inc.	New York	205 East 42d st.
		Chicago	64 East Lake st.
28	Clark, Thomas F., Co., Inc.	New York	205-217 East 42d st.
		Chicago	64 East Lake st.
		Indianapolis	Circle Tower
29	Clark, H. K.	Chicago	180 North Michigan ave.
30	Clayden, A. E., Inc.	New York	369 Lexington ave.
		Chicago	360 North Michigan ave.
31	Collegiate Special Adv. Agency, Inc.	Chicago	612 North Michigan ave.
		New York	18 East 41st st.
32	Cone, Rothenburg & Noee, Inc.	New York	10 East 40th st.
		Chicago	360 North Michigan Blvd.
		Detroit	8-240 General Motors Bldg.
		Atlanta	Glenn Bldg.
		Kansas City	305 Coca-Cola Bldg.
		St. Louis	312 Victoria Bldg.
33	Conger, H. H. Company	San Francisco	Monadnock Bldg.
34	Corn Belt Farm Dailies	Chicago	836 Exchange ave.
35	Cour C. A.	St. Louis	404 Globe Democrat Bldg.
36	Creel, Allan W.	New York	15 East 40th st.
37	Cullen Company, John W.	Chicago	8 South Michigan ave.
		New York	501 Fifth ave.
		Detroit	General Motors Bldg.
		Cleveland	2217 Northland ave.
		Kansas City	500 Nat. Fidelity Life Bldg.
	D		
38	David Company, George B.	New York	110 E. 42d st.
		Chicago	400 North Michigan Blvd.
		Atlanta	1318 Haverty-Rhodes Bldg.
		St. Louis	505 Star Bldg.
		Kansas City	306 Cocoa Cola Bldg.
39	DeClerque, Henry, Inc.	Chicago	435 North Michigan ave.
		New York	12 East 41st st.
		San Francisco	Monadnock Bldg.
		Seattle	Leary Building
40	Devine-Tenney Corporation	New York	Chrysler Building
		Chicago	307 North Michigan ave.
		Des Moines	Insurance Exchange Bldg.
41	Dillon & Kirk	Kansas City	500 Nat. Fidelity Life Bldg.
41a	Donohue, Charles W.	Chicago	435 North Michigan ave.
	E		
42	Eddy Company, Chas. H.	New York	247 Park ave.
		Chicago	410 North Michigan ave.
		Boston	294 Washington st.
43	Emory, Thomas & Ned Brydone-Jack	San Francisco	344 Russ Bldg.
		Los Angeles	Petroleum Securities Bldg.
43a	Everist, W. E.	New York	220 East 42d st
	F		
44	Farley, Robert S.	New York	165 Broadway
		Chicago	29 South LaSalle st.
45	Fawcett, Harwood Hoyt	San Diego	612-13-14 Spreckles Bldg.
46	Fenger-Hall Co., Ltd.	New York	512 Fifth ave.
		Chicago	400 North Michigan ave.
		Kansas City	1200 Chambers Bldg.
		San Francisco	235 Montgomery st.
		Los Angeles	1151 South Broadway
		Seattle	1004 Second ave.
47	Ferriss, H. R.	Seattle	White-Henry Stuart Bldg.
48	Fitzpatrick, Keene	San Francisco	820 Kohl Bldg.
49	Fletcher, R. A.	New York	521 Fifth ave., Room 2204
50	Ford-Parsons-Stecher, Inc.	Chicago	360 North Michigan ave.
		New York	11 West 42d st.
		San Francisco	Sharon Bldg.
		Los Angeles	Western Pacific Bldg.
		Portland	Security Building
51	Fralick, Bates & Alward, Inc.	New York	270 Madison ave.
		Chicago	605 North Michigan ave.
		Kansas City	Cocoa-Cola Bldg.
52	Frost, Landis & Kohn	Chicago	35 East Wacker Drive
		New York	250 Park ave.
		Detroit	2-113 General Motors Bldg.
		Atlanta	Walton Bldg.
		Dallas	2112 Young st.
		St. Louis	Security Bldg.
		Baltimore	1115 Lexington Bldg.
		Jacksonville, Fla.	2781 Forbes st.
		Pacific Coast	See Fenger-Hall Co., Ltd.
	G		
53	Galbraith, J. D.	Chicago	612 Hearst Bldg.
54	Garner & Grant	Atlanta	711 Glenn Building
55	Gilman, Nicoll & Ruthman	Chicago	410 North Michigan ave.
		New York	19 West 44th st.
		Detroit	601 New Center Bldg.
		Boston	18 Tremont st.
		San Francisco	525 Market st.
55a	Grandin, Victor	New York	522 Fifth ave.
56	Grant, A. D., Mrs.	Atlanta	711-12 Glenn Building
56a	Grassick, J. M.	Chicago	333 North Michigan ave.
57	Gravure Service Corp.	New York	Graybar Building
		Chicago	400 North Michigan ave.
58	Groom, J. K.	Aurora, Ill.	Beacon News Building
59	Gross, Henry	Chicago	330 South Wells st.
	H		
60	Hamilton-DeLisser, Inc.	New York	500 Fifth ave.
		Philadelphia	1316 Land Title Bldg.
		Chicago	612 North Michigan ave.
		Boston	206 Park Square Bldg.
61	Harris, J. C., Jr.	Atlanta	617 Glenn Building
62	Henriquez, P. L.	Chicago	435 North Michigan ave.
63	Hill, A. J. Norris Co.	San Francisco	503 Call Bldg.
		Los Angeles	412 West Sixth st.
		Seattle	Leary Building
64	Howland & Howland, Inc.	New York	393 Seventh ave.
		Chicago	360 North Michigan ave.
		Philadelphia	5450 Williams ave.
	I		
65	Ingraham, Cooley & Coffin, Inc.	New York	350 Madison ave.
		Chicago	180 North Michigan ave.
		Detroit	2-113 General Motors Bldg.
		Syracuse	806 State Tower Bldg.
66	Inland Newspaper Representatives, Inc.	New York	512 Fifth ave.
		Chicago	410 North Michigan ave.
		Kansas City	Baltimore Hotel
	J		
66a	Johnson, George E.	Detroit	3-128 General Motors Bldg.
67	Johnstone, Roger A.	Los Angeles	315 W. Ninth st.
		San Francisco	155 Montgomery st.
	K		
68	Katz, E. Special Adv. Agency	New York	58 West 40th st.
		Chicago	307 North Michigan ave.
		Atlanta	806 Citizen & So. Bank Bldg.
		Philadelphia	260 S. Broad st.
		Dallas	Republic Bank Bldg.
		Detroit	4-234 General Motors Bldg.
		Kansas City	Waldheim Building
		San Francisco	Monadnock Building
69	Keator, A. R.	Chicago	8 South Dearborn st.
70	Kelly-Smith Company	New York	Graybar Building
		Chicago	211 W. Wacker Drive
		Detroit	General Motors Bldg.
		Boston	Waterman Bldg.
		Philadelphia	260 Broad st.
		Atlanta	617 Glenn Building
71	Keough, J. B.	Atlanta	1709 Rhodes-Haverty Bdlg.
72	Kern, H. G.	Boston	554 New England Press Bldg.
73	Kimball, Fred, Inc. also Kimball, Frederic A. Co., Inc.	New York	67 W. 44th st.
		Chicago	540 North Michigan ave.
		Detroit	2-113 General Motors Bldg.
		Philadelphia	1234 Real Estate Trust Bldg.
		Pittsburgh	604 Chamber of Commerce
		Milwaukee	Commerce Building
74	Klein, I. A., Inc.	New York	50 East 42nd st.
75	Kohn, George M., Inc.	Atlanta	908-909 Walton Building
76	Krogness, C. George	San Francisco	303 Crocker 1st Nat. Bk. Bldg.
	L		
77	La Coste & Maxwell	New York	45 West 34th st.
		Chicago	140 South Dearborn st.

(*Continued on page* 108)

NEWSPAPER ADVERTISING

The Beckwith Special Agency, Inc.

National Advertising Representatives of Daily Newspapers

Gives Coverage and Service Unequalled

Personal contact with directors of Sales and Advertising Departments, is more essential today than ever before. This work, plus agency service and selling, is the every day job of the 30 trained newpaper advertising salesmen in our 8 offices—strategically located. No important point is more than a night's ride from a Beckwith office.

National newspaper advertising, now, more than ever, demands something greater than a mere perfunctory representation. Genuine Market and Media information, combined with aggressive and highly specialized salesmanship, intelligently directed, are absolutely necessary to secure maximum results for Publishers.

The Beckwith Special Agency offers Publishers the fresh viewpoint of a modern, alert and trained personnel, supported by the stability of the age and experience of an organization with an unblemished record of 52 years.

It continues to spare no effort or expense to give Publishers a more productive and efficient

NATIONAL SERVICE

The Beckwith Special Agency, Inc.

Suites 1452 to 1456, New York Central Building,
230 Park Avenue, between 45th and 46th Streets.

NEW YORK

"At the Gateway to a Continent"

NEW YORK PHILADELPHIA CHICAGO DETROIT ST. LOUIS KANSAS CITY ATLANTA SAN FRANCISCO

Beckwith Booklet will be sent to interested Publishers

NEWSPAPER ADVERTISING REPRESENTATIVES—U. S.

(Continued from page 106)

Key	Firm Name	City	Office Address
78	La Due, S. P.	San Francisco	625 Hearst Building
79	Lederer, John H	Chicago	326 West Madison st.
		Detroit	5-117 General Motors Bldg.
80	Littell-Murray-Barnhill, Inc	New York	40 E. 34th st.
		Chicago	400 North Michigan ave.
		Cambridge	1400 Massachusetts ave.
81	Lorenzen & Thompson, Inc	Chicago	122 South Michigan ave.
		New York	19 West 44th st.
		Kansas City	306 Coca-Cola Bldg.
		St. Louis	505 Star Building
		San Francisco	155 Sansome st.
		Los Angeles	846 Broadway
		Atlanta	904 Walton Building
82	Lundgren, Julius W	Chicago	8 South Dearborn st.
83	Lutz, John E	Chicago	180 North Michigan ave.
	M		
84	McClure, L. F	Chicago	737 North Michigan ave.
		Detroit	Book Building
85	McCollum, J. A	St. Louis	915 Olive st.
86	McDevitt, George A., Co	New York	250 Park ave.
		Chicago	919 North Michigan ave.
		Detroit	New Center Building
		Philadelphia	Record Building
87	McGinn, Neil D	Detroit	11-250 General Motors Bldg.
88	McKinney, J. P. & Son	New York	19 West 44th st.
		Chicago	400 North Michigan ave.
		San Francisco	557 Market st.
89	McKittrick, C. E	New York	220 East 42nd st.
90	Macfadden Publications	New York	2716 Graybar Building
		Chicago	333 North Michigan ave.
		Boston	Little Building
		Detroit	427 Fisher Building
		San Francisco	111 Sutter st.
		Los Angeles	Lincoln Building
		Seattle	1037 Henry Building
91	Marsh, Martin L	New York	60 East 42nd st.
92	Mathews, Julius, Special Agency, The	Boston	1 Beacon st.
		New York	15 East 40th st.
		Detroit	2457 Woodward ave.
		Chicago	64 East Lake st.
		Los Angeles	220 North Catalina st.
93	Middleton-Kimball Co	Chicago	435 North Michigan ave.
		New York	67 West 44th st.
		Philadelphia	Real Estate Trust Bldg.
		Pittsburgh	604 Chamber of Com. Bldg.
		Chicago	See W. H. Stockwell
94	Miller, Charles E. Publisher's Rep., Inc	New York	Times Building.
		Chicago	See W. H. Stockwell
95	Miller, Ray M	Detroit	5-117 General Motors Bldg.
96	Minnick, Paul W. & Guy F	New York	33 West 42nd st
97	Mitchell, Ralph W	Kansas City	306 Coca-Cola Building
98	Mitchell-Ruddell-Rudden, Inc	New York	342 Madison ave.
		Chicago	230 North Michigan ave.
		Kansas City	306 Cocoa-Cola Bldg.
		St. Louis	505 Star Building
		Detroit	5-120 General Motors Bldg.
99	Mogensen, M. C. & Co., Inc	Chicago	360 North Michigan ave.
		New York	122 East 42nd st.
		Detroit	3044 West Grand Blvd.
		Portland	130 Sixth st.
		San Francisco	220 Bush st.
		Los Angeles	433 South Spring st.
		Seattle	603 Stewart st.
100	Mohr, Lee J	Chicago	435 North Michigan ave.
101	Moloney, Herbert W	New York	342 Madison ave.
101a	Munro, George E	New York	270 Madison ave.
102	Morton Co., Wm. J	New York	200 Fifth ave.
		Chicago	410 North Michigan ave.
103	Mulligan, Ralph R	New York	415 Lexington ave.
		Chicago	See. J. Anderson Spec. Agency
103a	Murray, Gordon	San Francisco	415 Bush st.
	N		
104	Neville & Hitchings, Inc	Philadelphia	1606 Walnut st.
104a	Newark Suburban Newspapers	Newark, N. J.	40 Park Pl.
105	New Jersey Newspapers, Inc	Chicago	123 West Madison st.
		New York	25 East 26th st.
		Newark, N. J	487 Orange st.
		Philadelphia	1524 Chestnut st.
106	Newspaper Color, Ltd	San Francisco	Chronicle Bldg.
		New York	15 West 44th st.
		Chicago	25 North Dearborn st.
		Los Angeles	220 North Catalina st.
107	Northwest Daily Press Association	Minneapolis	Palace Building
107a	Nourse, Norman	Los Angeles	1031 South Broadway
	O		
108	O'Flaherty's New York Suburban List, Inc	New York	228 East 45th st.
109	Oklahoma Dailies	Chicago	410 North Michigan ave.
		New York	2 West 43rd st.
		Kansas City	Baltimore Hotel
110	O'Mara & Ormsbee, Inc	New York	280 Madison ave.
		Chicago	122 South Michigan ave.
		Los Angeles	Western Pacific Bldg.
		San Francisco	Monadnock Bldg.
		Detroit	General Motors Bldg.
111	Osborn, Guy S., Inc	Chicago	360 North Michigan ave.
		Detroit	See Jos. R. Scolaro
		St. Louis	403 Globe-Democrat Bldg.
	P		
112	Patterson, Kellogg M	Chicago	333 North Michigan ave.
113	Payne, Franklin S	Detroit	12-230 General Motors Bldg.
114	Powers, E. J	Chicago	180 North Michigan ave.
		St. Louis	505 Star Building
115	Powers & Stone, Inc	New York	369 Lexington ave.
		Chicago	38 South Dearborn st.
		San Francisco	604 Mission st.
		Los Angeles	337 South Central ave.
116	Prudden, King & Prudden, Inc	New York	270 Madison ave.
		Chicago	180 North Michigan ave.
		Los Angeles	Chamber of Commerce Bldg.
		San Francisco	235 Montgomery st.
		Seattle	Leary Building
	R		
117	Randall, D. J. & Co	New York	347 Fifth ave.
118	Reynolds-Fitzgerald, Inc	New York	2 West 45th st.
		Chicago	203 North Wabash ave.
		Philadelphia	1524 Chestnut st.
		San Francisco	58 Sutter st.
		Los Angeles	117 West Ninth st.
119	Richards, F. St. J	New York	41 Park Row
120	Riegel, Jno. K	New York	110 East 42nd st.
121	Rockwood, Ralph K	Chicago	180 North Michigan ave.
122	Roe-Stevens-Merritt Co., Inc	New York	11 West 42nd st.
		Chicago	123 West Madison st.
		Boston	170 Summer st.
	S		
123	Samuelson, Earnest A	Kansas City	300 Coca-Cola Building
124	Sawyer-Ferguson Co	Chicago	Palmolive Building
		New York	220 East 42nd st.
125	Scheere, Inc	Chicago	35 East Wacker Drive
		New York	415 Lexington ave.
126	Schulenburg, Carl A	St. Louis	609 Security Bldg.
127	Scolaro, Jos. R	Detroit	3-242 General Motors Bldg.
		Chicago	See Guy S. Osborn, Inc.
128	Scripps-Howard Newspapers Nat'l. Adv	Chicago	919 North Michigan ave.
		New York	230 Park ave.
	Scripps-Howard—*Continued*	Atlanta	101 Marietta st.
		Buffalo	195 Main st.
		Detroit	General Motors Bldg.
		Dallas	Athletic Building
		Philadelphia	260 South Broad st.
		Los Angeles	1031 South Broadway
		San Francisco	814 Mission st.
129	Sears, A. T. & Son	Chicago	520 North Michigan ave.
130	Shattuck, C. H	Chicago	333 North Michigan ave.
131	Shull, Karl J	Los Angeles	1243 Trenton st.
131a	Simpson-Reilly	Los Angeles	
		San Francisco	
132	Small, Spencer, Levings & Brewer	Chicago	307 North Michigan ave.
		New York	247 Park ave.
		Boston	80 Boylston st.
133	Smith, A. P., Special Agency	Philadelphia	1319 Widener Building
134	Stockwell, W. H	Chicago	122 South Michigan ave.
		New York	See Charles E. Miller
135	Story, Brooks & Finley, Inc	New York	New York Central Bldg.
		Chicago	75 East Wacker Drive
		Philadelphia	2202 Fidelity Trust Bldg.
		San Francisco	See H. H. Conger Co.
136	Stypes-Allison, Inc	San Francisco	Sharon Building
		Los Angeles	Western Pacific Bldg.
		Portland	Security Building
137	Sullivan, E. C	Chicago	919 North Michigan ave.
138	Swan, Carroll J	Boston	926 Park Square Bldg.
139	Sweeney & McDonald	Boston	77 Summer st.
	T		
140	Texas Daily Press League, Inc	Chicago	180 North Michigan ave.
		New York	370 Lexington ave.
		Dallas	510 Mercantile Bank Bldg.
		Kansas City, Mo	306 Coca Cola Bldg.
		St. Louis	505 Star Building
		Los Angeles	1015 New Orpheum Bldg.
		San Francisco	155 Sansome st.
141	Theis & Simpson Co., Inc	New York	420 Lexington ave.
		Chicago	75 East Wacker Drive
		Detroit	2-113 General Motors Bldg.
		Kansas City	305 Cocoa-Cola Bldg.
		St. Louis	Star Building
142	Townsend, Morris D	Denver	1011 U. S. Natl. Bank Bldg.
143	Transom, C. A. Company	San Francisco	604 Mission st.
		Los Angeles	337 South Central ave.
	V		
144	Verree & Conklin, Inc	New York	285 Madison ave.
		Chicago	333 North Michigan ave.
		Detroit	321 Lafayette Blvd.
		San Francisco	5 Third st.
	W		
145	Wales, Franklin, E. & Co	Chicago	140 South Dearborn st.
146	Wallis, I. S. & Son	Chicago	38 South Dearborn st.
147	Ward, James H	Detroit	12-230 General Motors Bldg.
148	Ward, W. D	New York	254 West 31st st.
149	Warner, Robert O	Chicago	22 East Ontario st.
150	Weishar, L. I	Chicago	1418 Century Bldg.
150a	Weyl, P. N	Boston	Chamber of Commerce Bldg.
151	Whiting, D. N	Philadelphia	123 South Broad st.
152	Williams, Lawrence & Cresmer Co	New York	285 Madison ave.
		Chicago	360 North Michigan ave.
		Detroit	10-169 General Motors Bldg.
		San Francisco	206 Chronicle Bldg.
		Los Angeles	433 South Spring st.
		Seattle	1405 Northern Life Tower
153	Woodward, John B., Inc	New York	110 East 42nd st.
		Chicago	360 North Michigan ave.
		Detroit	6-255 General Motors Bldg.
		San Francisco	Monadnock Building
154	Wright, Fred Company	Kansas City	306 Coca-Cola Building
		St. Louis	505 Star Building
	Z		
155	Ziff Co., W. B	Chicago	608 South Dearborn st.
		New York	551 Fifth ave.
		Detroit	6-221 General Motors Bldg.
		Kansas City	National Fidelity Bldg.

CANADIAN REPRESENTATIVES

C1	Abraham, C. A	Montreal	402 Southam Building
C2	Alford, H	Montreal	73 Ash Ave.
C3	Anderson, W. A	Toronto	1123 Bank of Hamilton Bldg.
C3a	Ashton, T. L	Toronto	372 Bay st.
C4	Austin, W. H	Toronto	21 King st., E.
C5	Belway, Frank	Toronto	415 Harbor Commission Bldg.
C5a	Binnie, A. J	Montreal	241 St. James st.
C6	Cherry, William T	Toronto	137 Wellington st.
C7	Collins, Earl	Toronto	303 St. James Chambers
C8	Crowley, W. J	Montreal	210 St. James st., W.
C9	Dunlop, F. A	Vancouver	614 Pender st., W.
C10	Ellis, Harold	Montreal	407 McGill st.
C11	Ford, A. E	Toronto	80 King st., W.
C12	Foster, Max	Montreal	221 New Birks Bldg.
C13	Francis, Parlinger & Co	Toronto	137 Wellington st., W.
C13a	Gragnier, R. L	Montreal	La Patrie Bldg.
C14	Gilmaster, O. M	Montreal	1070 Bleury st.
C15	Gurofsky Agency	Toronto	1026 Commerce & Transp. Bldg.
C16	Hara, R. B	Montreal	915 Castle Bldg.
C17	Henderson, J. R	Montreal	904 McGill Bldg.
C18	Hill, James	Toronto	210 Mannings Chambers
C19	Hogan, John C	Toronto	350 Bay st.
C20	Houston, Wm	Toronto	1206 Canadian Permanent Bldg.
C21	Johnson, F. Anglin	Toronto	2006 Star Bldg.
C22	Macdonald, A. T	Toronto	1123 Bank of Hamilton Bldg.
C23	MacLean Publishing Co	Montreal	1070 Bleury st.
		Winnipeg	810 Confederation Life Bldg.
C24	Martin, L. G	Toronto	1511 Metropolitan Bldg.
C24a	McGillivray, M. W	Toronto	390 Bay st.
C25	McGoey, Joseph	Toronto	21 King st., E.
C26	McLeod, D. V	Montreal	915 New Birks Bldg.
C27	McSherry, J	Winnipeg	308 Birks Bldg.
C27a	Marshall, George	Toronto, Ont	Bank of Hamilton Bldg.
C28	Mears, Fred C	Ottawa	302 Victoria Bldg.
C29	Ontario Associated Dailies	Toronto	320 Bay st.
C30	Payson, Frank E	Vancouver	198 W. Hastings st.
C31	Pearce, W. S., Co	Vancouver	402 W. Pender st.
C32	Pearson, C. M	Toronto	80 King st., W.
C33	Peirce, Wm. H	Toronto	King & Yonge sts.
C34	Pickwe , F. C	Winnipeg	304 New Birks Bldg.
C35	Rathbone, J. B	Toronto	1302 Church st.
		Montreal	497 Canada Cement Bldg.
C36	Rees, S. L	Toronto	213 Metropolitan Bldg.
C37	Rose, Hugh	Toronto	33 Adelaide st., W.
C38	Sandison, Harry M	Montreal	225 Confederation Bldg.
C39	Sauriol, Chas	Toronto	2 Toronto st.
C40	Sheehan, D. R	Montreal	10 Cathcart st.
C41	Smallpiece, H. E	Toronto	32 Church st.
C42	Southam Newspapers		
C43	Stikeman, Mrs. W. C	Toronto	592 Jarvis st.
C44	Stovel, W. C	Toronto	415 Toronto Harbor Comm. Bldg.
C45	Thompson, F. W	Toronto	714 Wellington Bldg.
C46	Thompson, G. C	Toronto	443 Bond Bldg.
C47	Tressider, H. D	Toronto	66 Temperance st.
C48	Vatcher, T. G	Toronto	1007 Canada Permanent Bldg.
C49	Wheatley Adamson & Co	Montreal	305 Keefer Bldg.
C50	Woodward Press, Ltd	Montreal	610 Lagauchetiere st., W.
		Toronto	1302 Northern Ontario Bldg.
		Winnipeg	216 Curry Bldg.
		Vancouver	327 Rogers Bldg.

ENGLISH REPRESENTATIVES

E1	J. Smythe, A	London, England	34 Ludgate Hill, E. C.

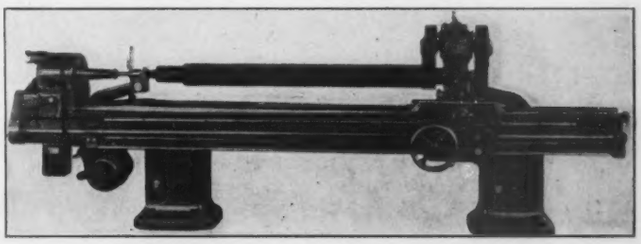
DIRECTORY OF MERCHANDISING PAPERS
UNITED STATES

City	Paper	Issued by	Editor
ALABAMA			
Birmingham	Merchandising News (m)	News & Age-Herald	William Hix
ARKANSAS			
Little Rock	Retailer (m)	Arkansas Democrat	W. D. Branham
CALIFORNIA			
Anaheim	Inklings (m)	Bulletin	C. H. Powell
Calexico	La Cronica (w)	Chronicle	Jose Gou
Eureka	Standard Merchandiser (m)	Humboldt Standard	Don O'Kane
Huntington Park	Shopping News (w)	Signal	Stephen F. O'Donnell
Los Angeles	Southwestern Merchant (m)	Examiner	Geo. Brumback
Los Angeles	Dealer (m)	Herald & Examiner	Leta McLaran
Los Angeles	Co-operator (m)	Record	F. R. Davit
Los Angeles	Better Methods (m)	Times	J. J. McBride
San Diego	Cooperator (m)	Sun	T. L. Stavrum
San Francisco	Dealer Call-Bulletin (m)	Call-Bulletin	O. L. Barker
San Francisco	Northern California Retailers' Guide (m)	Chronicle	W. J. Scanlon
San Francisco	Retailer (m)	Examiner	T. C. Lee
San Francisco	Co-operator (m)	News	Vernon Caughell
Santa Monica	Outlook Shopper (w)	Outlook	.....
South Gate	South East Buyers Guide (w)	Tribune	.....
COLORADO			
Fort Collins	Calendar of Food and Drug Advertising (m)	Express-Courier	Ormond P. Hill
Pueblo	Co-Advertiser (m)	Star-Journal	Gertrude Roy
CONNECTICUT			
Bridgeport	Retailer (m)	Post-Telegram	C. Jerome Sheppard
Hartford	Merchandiser (m)	Courant	Arthur F. Smith
DISTRICT OF COLUMBIA			
Washington	Guide Post (irr.)	Post	.....
FLORIDA			
Miami	Retailer (m)	Herald	Charles H. Sargent
Tampa	Advertiser (m)	Tribune	Truman Green
GEORGIA			
Atlanta	Retailer (m)	Georgian-American	Garland B. Porter
HAWAII			
Honolulu	Treasure Islands (m)	Advertiser	R. S. Thurston
ILLINOIS			
Bloomington	Retail Trade News (m)	Pantagraph	J. Kenneth MacKay
Chicago	Merchant (m)	News	John A. Moloney
Chicago	Co-operator (m)	Tribune	T. C. Corbett
Herrin	Trade Journal (m)	Journal	.....
Macomb	Journal Bulletin (irr.)	Journal	T. L. Roark
Murphysboro	Shoppers Bulletin (irr.)	Independent	James E. Rockwell
Peoria	Co-Operation (m)	Journal-Transcript	Roy A. Pratt
Springfield	Retail Informer (m)	Illinois State Journal	R. M. McLean
INDIANA			
Alexandria	Advertisers' Bulletin (m)	Times-Tribune	DeLoss Arnold
Clinton	Merchants' Journal (m)	Clintonian	E. Wood Gauss
Connersville	Magnet (irr.)	News-Examiner	I. L. Foster
Indianapolis	Trade Aid (m)	News	Robert Callahan
Michigan City	Chat (m)	News	H. R. Misener
Seymour	Main Street (m)	Tribune	Paul McGuire
IOWA			
Fort Madison	Advertiser (5 annually)	Democrat	E. Dunham Ashby
KANSAS			
Kansas City	Kansan Retailer (m)	Kansan	J. Felix Morris
MASSACHUSETTS			
Boston	Business News (m)	Herald-Traveler	Daniel B. Ruggles, Jr.
Worcester	Retail Ad-Viser (bi-m)	Telegram & Gazette	.....
MICHIGAN			
Ann Arbor	Retailers' Bulletin (e.o.m.)	News	.....
Cadillac	Junior News (bi-m)	News	T. O. Huckle
Detroit	Booster (m)	News	W. H. Moore
Flint	Retailer's Bulletin (ev. 3 mos.)	Journal	Harold M. Utley
Grand Rapids	Retailers' Bulletin (e.o.m.)	Press	D. R. Winkels
Kalamazoo	Retailer's Bulletin (qu.)	Gazette	A. King
Petoskey	Co-operative Advertiser (m)	News	L. H. Barnes
Royal Oak	Tribune Jr. (irr.)	Tribune	.....
MINNESOTA			
Duluth	Ad-Viser (m)	Herald & News Tribune	J. H. Jordan
St. Cloud	Retailer (ev. 3 months)	Times-Journal	C. H. Gustafson
St. Paul	Retailers Bulletin (9 times a year)	Dispatch & Pioneer Press	R. B. Liggett
Winona	Ad-O-Gram and National Advertising Calendar (irr.)	Republican-Herald	L. S. Belville
MISSOURI			
Joplin	Trade Review (m)	Globe & News Herald	.....
Springfield	Shopping Bulletin (w)	Press	.....
NEBRASKA			
Lincoln	Merchandiser (m)	Journal	W. White
Lincoln	Merchandiser (m)	Star	W. W. White
NEW JERSEY			
Camden	Advertising News (m)	Courier-Post	Samuel B. Hill
NEW YORK			
Buffalo	Ad-Visor (m)	News	Arthur C. Willats
Buffalo	Retailer (bi-m)	Times	Eugene S. Wagner
Olean	Ad-Visor (m)	Times-Herald	J. R. Galligan
Rochester	Dealer (m)	Journal-American	Clarence A. Rycraft
Syracuse	Post-Script & Post-Standard, Jr	Post-Standard	A. J. Snell Wm. A. Dyer, Jr. C. J. Lockrow
NORTH DAKOTA			
Fargo	Retailers Bulletin (m)	Forum	Harry R. Hill
OHIO			
Springfield	Trade Bulletin (m)	Sun & News	W. H. Baird
OKLAHOMA			
Durant	Merchandiser (irr.)	Democrat	Allen Hill
Oklahoma	Retail Times (m)	Oklahoman & Times	B. P. Timothy
Tulsa	Retailer's Tribune (m)	Tribune	J. C. Brandon
OREGON			
Marshfield	Merchandising Bulletin (irr.)	Coos Bay Times	C. J. Gillette
Portland	Trade News (m)	Oregon Journal	Will F. Hessian
Portland	Co-operator (m)	News-Telegram	Philip Fennelly
Portland	Retail Round Table (m)	Oregonian	J. A. Davidson
Roseburg	Merchandiser (occ.)	News-Review	R. R. Wood
PENNSYLVANIA			
Easton	Cord (m)	Express	A. L. Pepper
Lancaster	Merchandiser (m)	Intelligencer Journal & New Era	E. H. Levan
RHODE ISLAND			
Providence	Trade-Aid Bulletin (m)	Journal	.....
Providence	News-Letter (m)	News-Tribune	Wm. Mill
TENNESSEE			
Memphis	Trade Appeal (m)	Commercial Appeal	Moss E. Penn
Memphis	Market Master (m)	Press-Scimitar	H. H. Hoehn
TEXAS			
Dallas	Retail News & Journal (m)	News & Journal	H. McMahon
Fort Worth	Retail Trade Aid (m)	Star-Telegram	R. K. Ransone
Laredo	Times Retailer (irr.)	Times	F. M. Shaver
Paris	North East Texas Merchandiser (w)	News	Elizabeth Duvall
San Antonio	News Retailer (m)	Express & News	Anna Kinney Jones
San Antonio	Retailer (m)	Light	.....
Sherman	Red River Valley Retailer (bi-m)M	Democrat	Beatrice Baxter
UTAH			
Salt Lake City	Service Bulletin (m)	Tribune & Telegram	Ralph Cooper
WASHINGTON			
Everett	News Advertisers (w)	News	E. I. Seymour
Seattle	Retail Post-Intelligencer (m)	Post-Intelligencer	John F. Alston
Seattle	Star Co-Operator (m)	Star	Frank L. Taylor
Spokane	Business-Building Bulletin (bi-m)	Spokesman-Review	Tom J. Turner
Spokane	Business-Building Bulletin bi-m)	Chronicle	Tom J. Turner
WISCONSIN			
Antigo	Merchandising Bulletin (m)	Journal	Max Klessig
Fond du Lac	Advertising Digest (bi-m)	Commonwealth Reporter	A. H. Schroeder
Janesville	Bulletin (w)	Gazette	Margaret M. Mooney
Milwaukee	Dealer Gram (ev. 6 weeks)	Herold & Sonntagspost	Harry G. Marx
Milwaukee	Retail Journal (m)	Journal	J. E. Dally
Stoughton	Bulletin (occ.)	Courier Hub	H. W. Quirt
Wisconsin Rapids	Tiny Tribune (bi-m)	Tribune	H. F. Bailey

RUBBER ROLLER GRINDING
RUBBER ROLLER POLISHING
PERFECTED

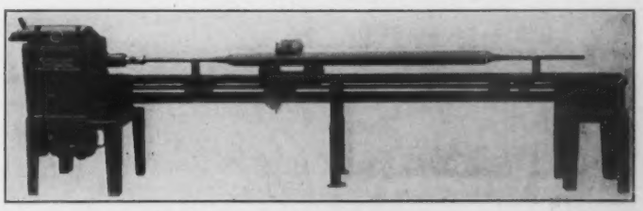
Send For Booklet

Rubber Roller Grinder



A machine with practically every part specially designed for handling of every type and size of rubber printing rollers designed by leading press makers. Equipped with gauging device.

Egnor Rubber Roller Polisher



This automatic machine rapidly and accurately polishes rubber rollers. A marvelous machine. Send for details.

BLACK ROCK MFG. CO.
Bridgeport, Conn.

Benjamin Franklin on . . .

BACON *and* EGGS

"YOU can't make any money playing solitaire" . . . "When it hears the call of the wild, business runs the other way" . . . "The more the merrier" . . . and last, but not least, that little gem of common sense which Benjamin Franklin always meant to write but never got around to: "If you want to sell a lot of bacon and eggs, find out where there's the most eating going on."

(Excerpts from Poor Richard's Almanac—1932 Edition)

Years ago, in Philadelphia, there was once a man named Benjamin Franklin. He wore butternut brown knee pants, a ready smile

Concentrate with THE CHICAGO

THE QUALITY QUANTITY CONCEN

National Advertising Representatives:
250 Park Ave.

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO
Palmolive Bldg., 919 N. Michigan Ave.

DETROIT
New Center Bldg., Jesse F. Spencer, Mgr.

PHILADELPHIA
Record Bldg., Broad St.

and buckles on his shoes. Incidentally, he had a lot of horse sense and although, in those days, he didn't have much to work with he managed to get a lot done. For example, he got money out of Frenchmen—a feat that has never been duplicated. He helped write the Constitution of the United States—still a beautiful piece of literature. Between jobs he jotted down some pithy little sayings—and the world still sets its watch by them. Another thing he was pretty good at was the publication business, and when he got ready to name a certain very fine publication, which he founded, for some reason or other he didn't call it The Saturday MORNING Post—and that wasn't an accident, either.

Considering how alert he was, how keen his brain and how far-reaching his imagination, if Benjamin Franklin were alive today he'd probably be in the "ad" business. And, what a WHIP when it came to making up a list! Man, oh man! For example—a big national advertiser is anxious to open up Chicago and is ready to shoot the works—Benjamin Franklin sitting at the head of the table, a cigarette in his mouth and a twinkle in his eye. Somebody has propped up a lot of charts that look like half filled test tubes or Pittsburgh smokestacks—all to the accompaniment of "Dominance" . . . "Coverage" . . . "Greatest Circulation" . . . until finally the old man gets restless.

"Boys, you can sell bacon and eggs profitably only where there's a lot of eating going on. Profit implies people and purses. Chicago, you say? Well, I for one refuse to believe that this city is bounded on the east by rising sun and on the west by crack of doom. You fellows ought to know the difference between a city and a cow pasture! MEASURE IT! Keep on going until you come to the waste-line—and then STOP—on the other side is Scatterville."

Benjamin Franklin is gone, but his wisdom still lingers. Common sense still has a place in business—and picking out a newspaper is purely a matter of common sense.

What could be sounder, for example, than picking out the newspaper which most thoroughly covers the market you want to reach—with the least WASTE?

In Chicago that paper is

—THE CHICAGO DAILY NEWS.

WHERE CIRCULATION DOVETAILS WITH BUYING POWER

Match the latest A. B. C. report of The Chicago Daily News with the U. S. 1930 census report and you find that:

—96% of the circulation of The Chicago Daily News is concentrated in the official A. B. C. 40-mile trading area.

—88% of the trading area population and 96% of The Chicago Daily News trading area circulation are concentrated in Cook County.

—86% of the population of Cook County and 92% of The Chicago Daily News Cook County circulation are concentrated in Chicago.

This is the most highly concentrated large circulation—not only in Chicago—but in America.

DAILY NEWS

TRATED EVENING CIRCULATION

GEORGE A. McDEVITT CO.
NEW YORK

Financial Advertising Offices

SAN FRANCISCO
Monadnock Bldg., H. H. Conger, Mgr.

NEW YORK
165 Broadway, R. S. Farley, Mgr.

CHICAGO
29 S. LaSalle St., F. R. McFadden, Mgr.

NEWSPAPERS HELD CIRCULATIONS IN '31

Depression Caused Only 2.5 Per Cent Decline in United States, Due More to Cessation of Promotion Than to Decrease in Public Buying Power—Sunday Circulation Down 4.3 Per Cent

THE most striking fact in the tabulation of newspaper statistics for the year 1931 is that newspaper circulations, better than any other staple commodity, have withstood the ravages of two years of depression. The decrease in daily circulation since the end of 1930 has been 2.5 per cent, while the Sunday total circulation has declined 2.7 per cent in the same period. Since the end of 1929, the decline in daily circulation has been 1.7 per cent and in Sunday circulation, 4.3 per cent. For the majority of English-reading Americans, hard times have not decreased the utility of the newspaper nor produced a substitute for its services.

While this is an excellent testimonial of the worth of the newspaper product, it has not been wholly a blessing to the makers of newspapers. The circulation has been held without change of retail price, (with a few exceptions that have no bearing on the totals as a whole) and since the retail price of newspapers is below the physical cost of the raw materials used, circulation revenue reduction is unthinkable for most publishers under present conditions. The great volume of circulation held through depression, while linage was shrinking more than 20 per cent in two years and revenue declining not less than 30 per cent, has been a liability from which publishers have had no escape. With practically no energetic promotion, and with an actual effort to cut down distribution to distant areas, the totals have been held at or above those for 1928.

Advertising rate totals are slightly lower both for daily and Sunday issues than at the end of 1930, the reductions resulting almost wholly from consolidations. Few newspapers have advanced their rates during the past year, and several increases which were scheduled during 1931 were either cancelled or postponed. But—the record of 1931 is almost bare of announced reductions in rates on general advertising. A few newspapers have revised their rate cards, maintaining their basic tariff, but quoting lower rates on contracts for larger space units. Less than half a dozen rate cards have reached this office quoting rates to general advertisers for bulk space of the dimensions used by large retailers. Since January 1, 1932, some six or seven newspapers have announced horizontal rate cuts ranging from 6 to 20 per cent. As a whole, publishers recognize that advertising rates in the past 10 years advanced only step by step with increased circulation, taking no account of the increased cost necessary to produce that circulation, and giving the publisher his profit not so much on each unit but on the increased volume over previous years' records. The loss of 20 per cent in volume in 1931 practically wiped out profits for most newspapers. No mathematics is needed to demonstrate the combined effects of maintained circulation, depressed linage and revenue, and a decrease in the selling price per advertising unit. The very considerably decline noted in number of newspapers during 1931 will probably be trifling beside the results of such a combination. It must not be forgotten that retail linage has declined to a comparatively small degree and that while it might immediately respond with added volume to a reduced rate, general linage for the past six months has had no such reservoir to draw upon. There is no indication that a cut in general rates would produce an increase in volume, or a further decrease in general linage if present rates are maintained, despite current hysteria.

The effect of circulation totals slightly below their peaks, with advertising rates practically unchanged has, of course, been marked in the milline rate comparisons.

For evening and for Sunday papers, these now stand at their highest for the past ten years. The morning paper milline rate is below that of 10 years ago, though almost 2 per cent higher than that prevailing at the end of 1930. Incongrous as this condition may appear in a time when costs of most commodities and services are falling, it could not have been avoided; in fact, had newspapers advanced their rates to parallel the retail prices of most commodities their columns advertised during the past ten years, the present comparison would be much farther out of line with current price trends. Newspaper space, measured by the milline rate, has for years been the cheapest form of advertising available. With its milline rate at its highest, newspaper space remains cheaper than any other medium of recognized value. Magazine rates in the mass remain considerably higher than newspaper rates in the mass, and individual newspapers with circulations comparable to those of the leading magazines, remain on a milline basis far below that of the magazine media.

That the decline in newspaper circulation is due more to cessation of promotion efforts than to decrease in the public's buying power is a conclusion that may be drawn from the fact that the drop in totals is practically nationwide and at a fairly uniform rate throughout. The excessive declines that might be expected in highly industrialized states if the shrinkage were due to unemployment and restricted buying power are not to be found. In fact, the declines are relatively higher in agricultural areas and in regions adjacent to large cities. City and suburban circulation, analysis of the A.B.C. reports on other pages of this issue show, have suffered lightly. The major decline is in outlying circulation. This has been in accordance with the most recently expressed desires of large advertisers to be rid of what they call "lunatic fringe" of newspaper circulation, and it has also been one of the few important operation economies newspapers have been able to effect without marked injury to their product.

Unless business conditions become appreciably worse during 1932, there is little prospect of great reduction in the circulation totals. Street sale prices do not appear to be a factor to be considered in the economy of reduced pay envelopes, even in the case of the 10 cent Sunday newspapers. The street sale and subscription price cuts that might have been expected because of reduced white paper costs have not come to pass, nor is it likely that they will until the primary stages of business revival are past. With the return of even half the lost linage volume, some publishers may believe themselves in position to begin a circulation price competition hoping to gain in circulation volume sufficiently to increase advertising rates as an offset to the missing linage revenue. There is no present tendency toward this type of thinking, however, as the need for revenue from every legitimate source outweighs all other considerations in the business office today. Another deterrent to circulation price cuts is that wages paid to organized labor have not declined; in fact, the aggregate hourly wage average shows a slight increase over the figures at the beginning of 1931. With white paper making 20 to 30 per cent of the newspaper budget, and payroll 40 to 50 per cent, the situation is clearly against any voluntary reduction of revenue. That there has been no drastic curtailment of newspaper personnel or editorial effort is evidenced by the fact that the great bulk of 1929 circulation has been held. Working schedules have been tightened in all departments, overtime has been cut down or eliminated, some white collar salaries have been reduced, but the backbone of the payroll is the mechanical department wages, generally fixed by contract and irreducible as to basic rate during the contract period. There probably will be some readjustment during the next year in this respect, even if business improves. It if does not and if advertising rate reductions are widespread, publishers face the sterm necessity of mechanical department pay cuts. Strikes may be expected in greater number than in recent years, but in most cases necessary retrenchment will not meet this drastic opposition.

Another probable development is the acceleration of mergers. Newspapers which do not have to divide a community's advertising revenue with competitors on the whole have fared better during the past two years than those in small cities with two or more papers and than the metropolitan press, which in several large cities balanced the 1931 books with a liberal use of red ink. The number of cities served by only one newspaper or by morning-evening newspapers under one ownership has risen to 939 out of 1415—the total number of cities in which daily newspapers are published. The past year witnessed several major consolidations in large cities, receiverships in several others, and the reduction of Sunday editions to 513, a new low. The latest decline in Sunday editions comes at a time when the past five years' recession in Sunday linage has apparently reached a halt. The future of the Sunday edition is still uncertain; in the larger cities it has been improved in recent months by consolidation of some of the numerous sections, the addition of comics and smartly printed color sections, and greater emphasis on news. Within the radius of easy distribution of metropolitan Sunday issues, Sunday editions of small-city daily newspapers are seldom published without difficulty, sometimes met by methods with the principal merit of expediency. In the smaller cities and towns beyond the range of metropolitan competition, the Sunday issue performs a news service similar to that of the daily newspapers, except that by tradition it is of larger size and greater feature content than that of weekday issues, and therefore adds cost without countervailing revenue. Its problems are not greatly different from those of weekday publication. The massive development of colored magazines and comic sections, apparently due for further expansion, is creating a new group of advertisers for Sunday newspapers as did the gravure process when it was introduced here 15 years ago They are not prospects for ordinary black and white run-of-paper Sunday space, but they have proven the efficacy of color in newspaper advertising. The future of the Sunday newspaper in cities now below the range of their campaigns may depend upon the fruition of plans for the perfection of newspaper color printing at high speed, and the development of personnel to operate the new machines. The next big advance in newspaper advertising linage is likely to see a notable bulge in color copy.

But, with all the negations that a year of depression has produced, the positive fact remains that newspapers are still offering substantially the same avenue to the buying public that they offered during the boom days, and that their cost for its services is still the lowest of any advertising medium.

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Period	Number of Papers	Total Net Paid Circulation	Total Agate Line Rate	Total Milline Rate	Difference in Rate per Line per Million Circulation as of Dec., 1931		
MORNING PAPERS							
12/31/31	384	14,342,790	$36.821	$2.57	.....	....	....
12/31/30	388	14,434,257	36.513	2.52	Increase	$0.05	1.98%
12/31/29	381	14,448,878	36.903	2.55	Increase	0.02	0.78%
12/31/28	397	13,995,104	35.301	2.52	Increase	0.05	1.98%
12/31/27	411	14,145,823	35.628	2.52	Increase	0.05	1.98%
12/31/26	425	13,335,796	34.311	2.57	.....	....	....
12/31/25	427	12,440,387	33.195	2.66	Decrease	0.09	3.38%
12/31/24	429	12,365,215	33.581	2.71	Decrease	0.14	5.16%
12/31/23	426	11,475,071	30.651	2.70	Decrease	0.13	4.81%
12/31/22	426	10,809,619	27.529	2.52	Increase	0.05	1.98%
12/31/21	429	10,144,260	26.273	2.59	Decrease	0.02	0.77%
EVENING PAPERS							
12/31/31	1,539	24,418,397	$86.637	$3.54	.....	....	....
12/31/30	1,554	25,154,915	87.025	3.45	Increase	$0.09	2.60%
12/31/29	1,563	24,976,737	86.407	3.38	Increase	0.16	4.73%
12/31/28	1,542	23,977,488	81.527	3.40	Increase	0.14	4.11%
12/31/27	1,538	23,820,933	78.581	3.29	Increase	0.25	7.60%
12/31/26	1,576	22,666,007	75.940	3.35	Increase	0.19	5.67%
12/31/25	1,581	21,298,982	72.373	3.39	Increase	0.15	4.13%
12/31/24	1,585	20,634,222	68.496	3.32	Increase	0.22	6.62%
12/31/23	1,610	19,978,632	66.667	3.33	Increase	0.21	6.30%
12/31/22	1,607	18,898,322	63.116	3.34	Increase	0.20	5.97%
12/31/21	1,601	18,279,480	60.009	3.29	Increase	0.25	7.60%
SUNDAY PAPERS							
12/31/31	513	25,701,798	$61.571	$2.39	.....	....	....
12/31/30	521	26,413,047	62.342	2.36	Increase	$0.03	1.26%
12/31/29	528	26,879,536	62.612	2.33	Increase	0.06	2.57%
12/31/28	522	25,771,383	59.338	2.30	Increase	0.09	3.91%
12/31/27	526	25,469,037	58.478	2.29	Increase	0.10	4.37%
12/31/26	545	24,435,192	56.965	2.33	Increase	0.06	2.57%
12/31/25	548	23,354,622	54.243	2.32	Increase	0.07	3.01%
12/31/24	539	22,219,646	51.098	2.29	Increase	0.10	4.37%
12/31/23	547	21,463,289	48.672	2.27	Increase	0.12	5.28%
12/31/22	546	19,676,725	45.829	2.33	Increase	0.06	2.57%
12/31/21	545	19,041,413	44.253	2.32	Increase	0.07	3.01%

Note—The number of newspapers is counted as of Dec. 31, for each year. The circulation figure is the total for the newspapers published as of that date, based upon their sworn statements to the Post Office and to the Audit Bureau of Circulations for the six months' period ending Sept. 30. Advertising rates are the minimum in force on general advertising as of Dec. 31.

MEDIA RECORDS

DOES THIS MAKE SENSE!

Retail Advertising in newspapers declined 10.8% in 1930.
Declined again in 1931 6.8%.
1932 should show gains.
The climb back will be slow and *should be orderly.*

It will be orderly and sure for those newspapers whose Sales Staffs are given an orderly and reasonable program—a sense of direction and a linage quota which they themselves can justify.

Advertising Directors who set up a monthly quota in each Retail Classification, based primarily on the interest and experience of Merchants, will *make the grade.*

Media Records subscribers enjoy this advantage—a monthly Sales Program built on a reasonable linage quota from each Retail Classification.

If this does make sense and YOU are interested in discussing a Classification Quota Program for 1932, please write to Media Records, Inc., 245 West 55th Street, New York City.

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF U. S. AND CANADA

Circulations and Rates of 384 Morning, 1,539 Evening, and 513 U. S. Sunday Newspapers Given in Detail on Preceding Pages, are Summarized by States and Nationally—Similar Data for Canadian Newspapers by Provinces

State	POPULATION 1930 CENSUS	Number of English Language Daily Newspapers (U. S.)			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIRC.	JOINT SUNDAY ADV. RATES
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alabama	2,646,248	3	18	21	86,253	255,760	342,013	$0.280	$0.988	$1.268	10	221,828	$0.893
Arizona	435,573	7	7	14	53,384	31,614	84,998	.346	.286	.632	7	56,745	.350
Arkansas	1,854,482	5	28	33	63,687	89,654	153,341	.275	.840	1.115	8	131,931	.565
California	5,677,251	36	104	140	962,557	1,353,240	2,315,797	3.109	5.543	8.652	34	1,601,453	4.123
Colorado	1,035,791	7	23	30	61,946	238,680	300,626	.333	.973	1.306	10	405,418	1.048
Connecticut	1,606,903	6	26	32	110,142	351,060	461,202	.360	1.337	1.697	6	233,035	.630
Delaware	238,380	1	2	3	10,168	43,714	53,882	.050	.150	.200	1	13,455	.050
District of Columbia	486,869	3	3	6	180,724	277,655	458,379	.610	.670	1.280	3	328,747	.750
Florida	1,468,211	11	29	40	176,199	175,670	351,869	.774	1.389	2.163	22	261,689	1.479
Georgia	2,908,506	5	20	25	160,017	264,080	424,097	.415	1.003	1.418	15	514,962	1.255
Idaho	445,032	4	12	16	29,804	46,268	76,072	.190	.405	.595	6	51,267	.300
Illinois	7,630,654	10	89	99	1,357,504	1,794,577	3,152,081	2.479	5.248	7.727	17	2,369,188	3.972
Indiana	3,238,503	16	88	104	313,255	734,474	1,047,729	.962	3.166	4.128	16	389,869	1.220
Iowa	2,470,939	3	42	45	200,045	556,915	756,960	.425	2.200	2.625	9	429,270	1.180
Kansas	1,880,999	5	49	54	122,031	309,505	431,536	.400	1.859	2.259	9	248,379	.785
Kentucky	2,614,589	7	24	31	136,216	283,678	419,894	.374	1.167	1.541	11	271,118	.945
Louisiana	2,101,593	6	10	16	184,206	168,455	352,661	.525	.655	1.180	6	362,676	.835
Maine	797,423	5	6	11	106,342	87,857	194,199	.295	.305	.600	1	45,632	.080
Maryland	1,631,526	4	9	13	165,406	414,119	579,525	.350	.960	1.310	3	406,172	.920
Massachusetts	4,249,614	11	56	67	1,048,580	1,346,653	2,395,233	2.020	4.522	6.542	14	1,493,215	3.090
Michigan	4,842,325	7	51	58	358,556	1,103,456	1,462,012	.921	3.345	4.266	13	1,145,784	2.301
Minnesota	2,563,953	4	28	32	183,660	582,498	766,158	.410	1.777	2.187	6	573,392	1.245
Mississippi	2,009,821	3	13	16	22,650	94,289	116,939	.120	.563	.683	6	74,271	.300
Missouri	3,629,367	9	48	57	627,205	998,746	1,625,951	1.123	2.744	3.867	14	1,029,293	2.233
Montana	537,606	8	8	16	59,549	34,414	93,963	.305	.293	.598	9	78,363	.470
Nebraska	1,377,963	6	17	23	136,730	228,098	364,828	.386	.880	1.266	7	295,701	.791
Nevada	91,058	2	7	9	8,575	19,524	28,099	.060	.187	.247	2	8,848	.000
New Hampshire	465,293	1	8	9	17,114	49,643	66,757	.060	.220	.280	.....	.....	.....
New Jersey	4,041,334	7	27	34	164,942	675,006	839,948	.610	2.025	2.635	7	217,647	.760
New Mexico	423,317	2	8	10	15,977	39,606	55,583	.065	.286	.351	2	16,520	.100
New York	12,588,066	29	92	121	3,587,222	3,486,394	7,073,616	7.182	10.064	17.246	21	5,387,719	8.255
North Carolina	3,170,276	10	27	37	175,952	168,314	344,266	.611	1.148	1.759	13	235,077	.940
North Dakota	680,845	2	8	10	26,353	46,576	72,929	.090	.335	.425	2	39,048	.100
Ohio	6,646,697	13	106	119	481,281	2,088,157	2,489,438	1.190	6.093	7.283	22	1,200,287	2.915
Oklahoma	2,396,040	11	45	56	231,458	351,833	583,291	.735	1.940	2.675	32	389,552	1.940
Oregon	953,786	8	18	26	123,410	254,986	378,396	.460	.985	1.445	9	326,524	.780
Pennsylvania	9,631,350	30	119	149	1,052,521	2,354,228	3,406,749	3.130	7.270	10.400	15	1,855,436	3.770
Rhode Island	687,497	2	7	9	45,044	181,851	226,895	.139	.550	.689	2	97,791	.240
South Carolina	1,738,765	6	9	15	84,564	65,031	149,595	.310	.351	.661	8	113,495	.450
South Dakota	692,849	2	13	15	8,667	83,705	92,372	.065	.535	.600	3	44,581	.220
Tennessee	2,616,556	5	21	26	246,789	414,348	661,137	.462	1.232	1.694	9	403,423	1.010
Texas	5,824,715	27	89	116	498,840	788,220	1,287,060	1.590	3.739	5.329	57	968,588	3.900
Utah	507,847	1	6	7	48,944	80,256	129,200	.080	.325	.405	4	87,805	.335
Vermont	359,611	2	7	9	29,821	31,845	61,666	.125	.173	.298	.....	.....	.....
Virginia	2,421,851	9	19	28	170,193	220,910	391,103	.538	.907	1.445	11	206,231	.700
Washington	1,563,396	10	23	33	208,148	428,110	636,258	.760	1.514	2.274	12	431,506	1.250
West Virginia	1,729,205	10	22	32	109,080	149,573	258,653	.492	.843	1.335	10	177,522	.740
Wisconsin	2,939,006	2	41	43	91,079	632,027	723,106	.190	2.371	2.561	6	448,732	1.030
Wyoming	225,565	1	7	8	.....	23,125	23,125	.040	.276	.316	3	12,613	.150
Total of U. S. English Language Daily Newspapers	122,775,046	384	1,539	1,923	14,342,790	24,418,397	38,761,187	$36.821	$86.637	$123.458	513	25,701,798	$61.57[illegible]
Territory of Hawaii	368,336	1	2	3	12,761	22,637	35,398	.080	.115	.195	2	21,257	.120
For Comparative Purposes													
Newspapers as of Oct. 1, 1930		388	1,554	1,942	14,434,257	25,154,915	39,589,172	$36.513	$87.025	$123.538	521	26,413,047	$62.[illegible]
Newspapers as of Oct. 1, 1929		381	1,563	1,944	14,448,878	24,976,737	39,425,615	$36.903	$86.407	$123.310	528	26,879,536	$62.[illegible]
Newspapers as of Oct. 1, 1928		397	1,542	1,939	13,995,104	23,977,488	37,972,488	$35.301	$81.257	$116.828	522	25,771,588	$59.[illegible]
Newspapers as of Oct. 1, 1927		411	1,538	1,949	14,145,833	23,820,933	37,966,656	$35.628	$78.581	$114.209	526	25,469,037	$58.[illegible]
Newspapers as of Oct. 1, 1926		425	1,576	2,001	13,335,796	22,666,007	36,001,803	$34.311	$75.940	$110.251	545	24,435,192	$56.[illegible]

READY RECKONER FOR DAILY NEWSPAPERS OF THE DOMINION OF CANADA

Province	REVISED 1921 CENSUS	Number of Daily Newspapers			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIRC.	JOINT SUNDAY ADV. RATES
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alberta	608,000	1	5	6	13,294	81,245	94,539	.070	.330	.400	.....	.....	.....
British Columbia	568,000	4	8	12	31,274	168,683	199,957	.195	.499	.694	3	107,724	[illegible]
Manitoba	639,056	1	5	6	22,194	88,407	110,601	.080	.255	.335	.....	.....	.....
New Brunswick	387,876	2	4	6	24,897	28,842	53,739	.085	.122	.207	.....	.....	.....
Nova Scotia	540,000	3	8	11	43,324	55,704	99,028	.145	.247	.392	.....	.....	.....
Ontario	3,146,000	6	33	39	265,552	669,007	934,559	.630	1.711	2.341	1	255,766	[illegible]
Prince Edward Island	87,000	1	1	2	5,198	3,822	9,020	.030	.020	.050	.....	.....	.....
Quebec	2,562,000	4	13	17	71,812	457,935	529,747	.310	1.093	1.403	1	68,539	.....
Saskatchewan	821,042	3	5	8	19,425	52,507	71,932	.120	.210	.330	.....	.....	.....
Total Canadian Dailies	9,358,974	25	82	107	496,970	1,606,152	2,103,122	$1.665	$4.487	$6.152	5	432,029	$0.5[illegible]
Canadian Dailies as of Oct. 1, 1930		24	82	106	519,231	1,573,860	2,093,091	$1.590	$4.606	$6.196	5	377,853	$0.5[illegible]
Canadian Dailies as of Oct. 1, 1929		24	82	106	524,742	1,658,201	2,182,943	$1.538	$4.477	$6.015	4	315,254	$0.5[illegible]
Canadian Dailies as of Oct. 1, 1928		24	83	107	518,622	1,487,794	2,006,416	$1.463	$4.149	$5.612	4	303,892	$0.5[illegible]
Canadian Dailies as of Oct. 1, 1927		24	81	105	497,350	1,433,611	1,930,961	$1.422	$3.906	$5.328	4	290,461	$0.[illegible]
Canadian Dailies as of Oct. 1, 1926		24	79	103	475,105	1,369,219	1,844,323	$1.391	$3.782	$5.173	4	276,683	$0.5[illegible]

For Explanation and Interpretation of this Table, See Page 112. Copyright 1932 by THE EDITOR & PUBLISHER COMPANY

PRESS PRESERVED LOW RATE SUPREMACY

Total Daily Milline Rate $3.18 as Compared With $5.88 for Magazines—Latter Put Circulation at New High Level but With Greater Duplication Than in Newspaper Field

MAGAZINE circulations, like those of newspapers during 1931, held fairly level with previous records. Losses in circulation totals by monthly and weekly publications were offset by gains in women's magazines, so that the total of the 47 magazines compared annually in this issue since 1923 remains at 40,215,526 copies, a gain of about 108,107 copies over the January, 1931, total. The total advertising rate of these 47 magazines decreased 64 cents, to a total of $236.48 per agate line. The rate per line per million circulation of the entire group is $5.88, a decrease of 3 cents, or one-half of 1 per cent, from the rate of a year ago.

The magazine circulation represents a new high level. According to the geographical analysis on the next page, the magazine total shows gains in the Western, Northwestern, Middle Atlantic, New York-New Jersey, and New England groups of states, losses in Southern, Central, and Southwestern groups.

Twenty-one general, or monthly magazines registered gains in New York-New Jersey and the New England group only, the total increase in these two groups, with a combined population of more than 24,000,000, being about 6,000 copies.

Eleven Women's magazines gained in the Western, Middle Atlantic, New York-New Jersey, and New England groups.

Eight Weekly magazines gained in the Western, Northwestern, and New England groups, losing in all the others.

Seven class publications gained in all groups except New England.

The total magazine circulation, the rate for which is $236.48 an agate line, is for the second year in succession higher than that of the combined morning and evening newspapers of the country. Against the magazines' total of 40,215,526 copies, circulated weekly and monthly, the newspapers place a daily total of 38,761,187 copies, the combined rate for which is $123.45 per agate line. The magazine total undoubtedly represents a high percentage of duplicated coverage, due to their diverse editorial appeals, periods of publication, and circulation sales methods. Comparison with newspaper circulations gives strong confirmatory evidence of the magazine duplication.

In the state of California, for instance, 140 daily newspapers are published, with 34 Sunday editions. It is one of the most efficiently covered "newspaper" states in the country, with practically every small city having non-competitive local newspapers and with its big cities so situated that their competition does not greatly disturb the small dailies, yet permits them a wide Sunday distribution, for the most part without small-town competition.

California's 1930 census population was 5,677,251 copies. Its morning paper circulation, mainly in Los Angeles, San Francisco, Sacramento and Fresno, totalled 962,557. Its evening newspaper circulation, with a localized distribution throughout the state, was 1,353,240 copies per day, or approximately one to each family of four people. Sunday circulation, undoubtedly duplicated both in the large cities and between large city and small cities, totalled 1,601,453 copies, or 1.3 copy per family.

Total magazine circulation in the state was 2,951,188 copies, or slightly more than two copies per family. Women's magazines ran slightly below the total of the evening newspapers in circulation, with 1,221,494 copies. None of the other groups ran as high as the group of California morning newspapers, monthly magazines circulating 764,717 copies, the weekly magazines, 877,011 copies, and the class publications 87,966 copies.

In Massachusetts, with which California is comparable in population, wealth, and literacy, 4,249,614 people are served by 67 daily and 14 Sunday newspapers, population density permitting a higher concentration of publishing units. Evening paper circulation in Massachusetts is 1,346,653 copies, or 1 to every three persons. Morning paper circulation is 1,048,580 copies, or approximately 1 to every four people. Sunday circulation is 1,493,215 copies, a slightly higher ratio to population than the evening figure. The close proximity of Boston to the mass of the state's population produces considerable duplication between the Boston and local city dailies and Sunday papers. Sunday circulation also goes into other nearby states. The total magazine distribution in Massachusetts is 1,687,182 copies, about two-thirds of the combined daily newspaper circulation and almost 200,000 higher than the Sunday total.

In the breakdown into classifications, however, the magazines suffered badly in comparison with newspaper distribution. General monthly magazines circulate 376,385 copies, or less than 1 copy to every two families. Women's magazines circulation 791,388 copies, approximately 1 per family. Weekly magazines circulate 471,799 copies, about 1 copy to each two families, while the class publication distribution of 47,610 copies is negligible for these comparisons. It is evident that in busy industrial Massachusetts the daily newspaper is the family's favorite reading. The monthly intellectual and fiction magazines and the weeklies have about half the relative circulation that was noted for them in leisurely California. Women's magazines hold about the same.

Similar comparisons might be carried out for other populous and industrial states, for it is in these that the bulk of both newspaper and magazine circulation naturally is found.

As 1931 ended, the advertising air was clouded with organized propaganda for lower newspaper advertising rates. The initial attack was directed at newspapers, the strategic idea apparently being that newspapers, most of them small, highly competitive units, had ended a year without profit, with the prospect of slow recovery, and that threats of further mass withdrawal of volume would be sufficient to terrify the first few into rate reductions. With the movement started, competition would give it sufficient impetus to make it general. Then, with the newspapers beaten back, the next drive is to be against periodicals—stronger as individual units, but just as susceptible to threats of further losses of volume. To date, the newspaper response to the magazine drive for lower rates has been negligible. In the month that has passed since the first two or three large advertisers issued their lightly disguised threats, the total reduction in daily newspaper rates has been about 20 cents per line out of a total of $123.45 cents per line. The Sunday rate has been reduced in the past month about 10 cents, on a total rate of $61.57 per line. Rate reductions during the entire year of 1931 were widely scattered and totalled about the same as those announced during the past month.

The movement of newspaper publishers toward lower rates may accelerate in the next few weeks, especially if new pressures are brought to bear, but there is as yet not the slightest evidence of a landslide toward lower newspaper rates. The more than 900 one-newspaper cities are only indirectly subject to competitive influence and as they control the only avenue through which the advertiser can effectively reach their community's purchasing power, they will not be worried greatly by threats of withdrawn patronage. The advertiser who wants sales must almost invariably buy their newspaper space at the rates quoted. In the 10 largest cities, some rate reductions have been announced and a few more can be expected, but so long as linage leaders retain their circulations at approximately present volume, their rates will be maintained. While many of these newspapers are on the flat rate basis for general advertising, others have for years quoted quantity discounts, some of them on a scale comparable to that suggested several months ago by Erwin, Wasey & Co. In these newspapers, a general advertiser can contract for bulk space on a scale parallel with that of the department store, with commissions and discounts added.

That the opening of the campaign against newspapers rather than magazines was based on the idea that small individual newspaper units would be most easily convinced by the power of important national advertisers, and not upon the pressing realities of the rate situation becomes clear from a comparison of newspaper and magazine milline rates.

The total daily newspaper milline rate is $3.18. The Sunday milline rate is $2.39. The daily milline rate is about 4 per cent higher than it was in 1921. The Sunday milline rate is about 3 per cent above its 1921 level. The advertiser is getting an infinitely better product and a 50 per cent greater distribution than in 1921 from the newspapers.

The total magazine milline rate is $5.88, some 84.8 per cent higher than that of the newspapers for approximately the same total circulation, an unknown percentage of which is duplicated among the magazines and practically all of which is covered in advance by newspapers daily. The milline rate for the 21 general magazines is $7.38, or 132 per cent above that of the combined daily newspapers. The milline rate for the 11 women's magazines is $5.46, or 71.6 per cent higher than that of the newspapers. The milline rate of the 8 weekly magazines is $4.65, or 46.2 per cent higher than that of the daily press. The milline rate of the 7 class magazines is $10.43, or 228 per cent higher than that of the daily newspapers.

There are the figures. If millines are the standard by which the rate-breakers are measuring their aims and achievements, it is apparent that they have started at the small end of the pyramid. The spectacle of a concerted attempt to reduce the rates of newspapers, which for unit value delivered, have increased their prices only 4 per cent in 10 years, while publications charging from 46.2 per cent to 228 per cent more per circulation-line unit than the newspapers charge are not molested by threats and demands for extraordinary preference, carries its own conclusion of absurdity.

Clean Circulation Campaigns

THE CHARLES PARTLOWE COMPANY
Occidental Building
INDIANAPOLIS

Member:
Better Business Bureau

WHEREVER you see a circulation-building campaign being used by the recognized leader in any newspaper field, you may be certain it is a *Charles Partlowe* campaign.

Write or wire for terms, open dates, etc.

PRINCIPAL CHAIN OWNED DAILIES OF U. S. A.

WILLIAM PRESCOTT ALLEN NEWSPAPERS—Americus (Ga.) Recorder, La Grange (Ga.) Reporter. Wm. Prescott Allen, Pres.

BLACK NEWSPAPERS—Fargo (N. D.) Forum, Minot (N. D.) News & Optic-Reporter. Jenny C. Black, Pres., Fargo, N. D. Hal S. Davies, Pres., Minot, N. D.

PAUL BLOCK NEWSPAPERS—Brooklyn (N. Y.) Standard Union, Newark (N. J.) Star-Eagle, Pittsburgh (Pa.) Post-Gazette, Toledo (O.) Blade, Duluth (Minn.) Herald, Duluth (Minn.) News-Tribune, Milwaukee (Wis.) Sentinel, Milwaukee (Wis.) Wisconsin News, Paul Block, Pres. 247 Park Ave., N. Y. City.

BOOTH PUBLISHING CO. NEWSPAPERS—Flint (Mich.) Journal, Saginaw (Mich.) News, Bay City (Mich.) Times, Jackson (Mich.) Citizen-Patriot, Muskegon (Mich.) Chronicle, Grand Rapids (Mich.) Press, Kalamazoo (Mich.) Gazette, Ann Arbor (Mich.) News. C. M. Greenway, Pres., Booth Pub. Co., Detroit, Mich.

BRUSH-MOORE NEWSPAPERS—Canton (O.) Repository, Ironton (O.) Tribune, Steubenville (O.) Herald-Star, Marion (O.) Star, East Liverpool (O.) Review, Portsmouth (O.) Times, Salem (O.) News, Mansfield (O.) News, Lorain (O.) Times-Herald. L. H. Brush, Pres., Canton, Ohio.

HARRY F. BYRD NEWSPAPERS—Harrisonburg (Va.) News-Record, Winchester (Va.) Star. Hon. Harry F. Byrd, Pres.

COMMUNITY NEWSPAPERS, INC.—Hudson (Mass.) Sun, Marlboro (Mass.) Enterprise, Medford (Mass.) Mercury, Arlington (Mass.) News.

IRA C. COPLEY NEWSPAPERS—San Diego (Cal.) Union, San Diego Tribune, Long Beach (Cal.) Sun, Glendale (Cal.) News-Press, Alhambra (Cal.) Post-Advocate, Pasadena (Cal.) Post, Santa Monica (Cal.) Outlook, Redondo Beach (Cal.) Breeze, San Pedro (Cal.) News-Pilot, Culver City (Cal.) Star-News, Hermosa Beach (Cal.) Breeze, Burbank (Cal.) Press, Sawtelle (Cal.) Tribune, Monrovia (Cal.) Post, West Los Angeles (Cal.) Tribune, Springfield (Ill.) Illinois State Journal, Aurora (Ill.) Beacon-News, Elgin (Ill.) Courier-News, Joliet (Ill.) Herald-News. Col. Ira C. Copley, Pres., San Diego, Cal.

JAMES M. COX NEWSPAPERS—Dayton (O.) News, Springfield (O.) News, Springfield (O.) Sun, Miami (Fla.) News. Hon. James M. Cox, Pres., Dayton, Ohio.

CURTIS-MARTIN NEWSPAPERS — Philadelphia Public Ledger, Philadelphia Evening Public Ledger, Philadelphia Inquirer, New York Evening Post. Cyrus H. K. Curtis, Pres., John C. Martin, Vice-pres., and Gen. Mgr., Philadelphia, Pa.

EWING NEWSPAPERS—New Orleans (La.) States, Shreveport (La.) Times, Monroe (La.) World Monroe News-Star. Col. John D. Ewing, Pres., New Orleans, La.

FEDERATED PUBLICATIONS, INC.—Grand Rapids (Mich.) Herald, Lansing (Mich.) State Journal, Battle Creek (Mich.) Enquirer & News. A. L. Miller, Pres., Battle Creek, Mich.

FENTRESS-MARSH NEWSPAPERS — Austin (Tex.) American-Statesman, Waco (Tex.) News-Tribune, Waco Times-Herald, Port Arthur (Tex.) News, Breckenridge (Tex.) American, Cleburne (Tex.) Times-Review, Orange (Tex.) Leader, Laredo (Tex.) Times, Mineral Wells (Tex.) Index, Brownsville (Tex.) Herald, also interest in Wichita Falls (Tex.) Times and Record-News. Charles Fentress, Pres., Austin, Tex.

FRANK E. GANNETT NEWSPAPERS—Brooklyn (N. Y.) Eagle, Rochester (N. Y.) Times-Union, Rochester Democrat & Chronicle, Hartford (Conn.) Times, Albany (N. Y.) Knickerbocker Press, Albany Evening News, Utica (N. Y.) Observer-Dispatch, Elmira (N. Y.) Star-Gazette, Elmira Advertiser, Elmira Sunday Telegram, Newburgh-Beacon (N. Y.) News, Plainfield (N. J.) Courier-News, Ithaca (N. Y.) Journal-News, Olean (N. Y.) Times-Herald (minority interest); Ogdensburg (N. Y.) Republican-Journal, Malone (N. Y.) Telegram. Frank E. Gannett, Pres., Rochester, N. Y.; Frank E. Tripp, Gen. Mgr., Elmira, N. Y.

GUY P. GANNETT NEWSPAPERS—Portland (Me.) Express, Portland Press-Herald, Portland Sunday Telegram, Waterville (Me.) Sentinel. Guy P. Gannett, Pres., Portland, Me.

GORE NEWSPAPERS—Daytona Beach (Fla.) Sun-Record, DeLand (Fla.) Sun-News, Fort Lauderdale (Fla.) News. Robert H. Gore, Pres., 209 So. La Salle st., Chicago, Ill.

D. W. & P. E. GRANDON NEWSPAPERS—Sterling (Ill.) Gazette, La Salle (Ill.) Post-Tribune. D. W. Grandon, Pres., Sterling, Ill.

LLOYD C. GRISCOM NEWSPAPERS—Lynbrook-Hempstead (N. Y.) Nassau Star, Tallahassee (Fla.) Democrat. Col. Lloyd C. Griscom, Pres., New York, N. Y.

E. J. HANCOCK-LUTHER S. BRADEN NEWSPAPERS—Greenburg (Ind.) News, Rushville (Ind.) Republican, Rushville Telegram. E. J. Hancock, Pres., Greensburg, Ind.

W. R. HEARST NEWSPAPERS—New York American, New York Journal, Boston American and Sunday Advertiser, Baltimore News and Sunday American, Chicago American, Chicago Herald & Examiner, San Francisco Examiner, San Francisco Call-Bulletin Oakland Post-Enquirer, Los Angeles Examiner, Los Angeles Herald & Express, Seattle (Wash.) Post-Intelligencer, Atlanta Georgian and Sunday American, Washington (D. C.) Herald, Washington Times, Albany (N. Y.) Times-Union, Syracuse (N. Y.) Journal and Sunday American, Rochester (N. Y.) Journal and Sunday American, Detroit Times, San Antonio Light, Pittsburg Sun-Telegraph, Omaha (Neb.) Bee-News. W. R. Hearst, Pres., care Hearst Publications, 8th ave., and W. 57th st., New York, N. Y.

(*Continued on page* 118)

Analysis of Magazine and Newspaper

Compiled by EDITOR & PUBLISHER and Copyright

TERRITORIAL MARKETS

Detailed Distribution for	Population 1930	MAGAZINE CIRCULATION 21 General	11 Women's	7 Class	8 Weeklies	47 Magazines
WESTERN STATES						
1 California	5,672,009	764,717	1,221,494	87,966	87,011	2,951,188
2 Washington	1,561,967	187,596	361,656	22,938	202,300	774,490
3 Colorado	1,035,043	98,160	198,082	13,378	102,253	411,873
4 Oregon	952,691	117,985	237,449	15,133	122,247	492,814
5 Montana	536,332	54,367	106,037	9,333	59,492	229,229
6 Utah	502,582	43,638	74,391	5,246	40,730	164,005
7 Idaho	445,837	44,282	88,462	6,521	39,378	178,643
8 Arizona	435,833	43,044	65,955	5,937	45,710	160,646
9 Wyoming	224,597	27,442	45,858	4,102	23,374	100,776
10 Nevada	90,981	13,113	19,420	2,124	13,204	47,861
Totals	11,457,872	1,394,344	2,418,804	172,678	1,525,699	5,511,525
SOUTHERN STATES						
1 Georgia	2,902,445	96,409	206,124	9,659	97,203	409,395
2 North Carolina	3,170,287	99,694	233,490	11,002	94,846	439,032
3 Kentucky	2,623,668	102,249	225,930	11,150	93,833	433,162
4 Tennessee	2,608,759	113,569	233,630	10,943	97,693	455,835
5 Alabama	2,645,297	78,696	160,852	7,907	79,844	327,299
6 Virginia	2,419,471	111,786	250,147	13,088	118,922	493,943
7 Mississippi	2,007,979	51,512	102,711	5,786	42,831	202,840
8 Louisiana	2,094,496	84,351	133,660	9,955	88,206	316,172
9 South Carolina	1,732,567	46,316	100,919	4,804	45,459	197,498
10 Florida	1,466,625	126,675	219,477	15,104	172,032	533,288
Totals	23,671,594	911,257	1,866,940	99,398	930,869	3,808,464
CENTRAL STATES						
1 Illinois	7,607,684	662,753	1,235,870	86,642	677,416	2,662,681
2 Ohio	6,639,837	560,230	1,218,554	83,057	648,248	2,510,089
3 Michigan	4,482,280	388,504	797,040	53,776	452,087	1,691,407
4 Indiana	3,225,600	256,085	526,721	31,421	266,694	1,080,921
5 Wisconsin	2,930,282	204,858	451,822	32,139	206,629	895,448
6 Iowa	2,467,900	216,783	443,002	23,663	185,203	868,651
Totals	27,353,583	2,289,213	4,673,009	310,698	2,436,277	9,709,197
NORTHWESTERN STATES						
1 Missouri	3,620,961	238,274	507,454	29,832	259,860	1,035,420
2 Minnesota	2,566,445	196,205	424,924	27,473	244,801	893,403
3 Kansas	1,879,946	142,786	290,330	16,965	131,899	581,980
4 Nebraska	1,378,900	117,628	225,697	14,810	103,471	461,606
5 North Dakota	682,448	43,825	82,900	5,894	40,620	173,239
6 South Dakota	690,755	51,135	101,771	6,461	43,309	202,676
Totals	10,819,455	789,853	1,633,076	101,435	823,960	3,348,324
SOUTHWESTERN STATES						
1 Texas	5,821,272	330,891	611,497	44,742	322,821	1,309,951
2 Oklahoma	2,391,777	147,294	258,093	16,155	109,579	531,121
3 Arkansas	1,853,981	60,690	132,264	7,011	52,659	2,526,624
4 New Mexico	427,216	26,940	43,403	3,866	23,391	97,600
Totals	10,494,246	565,815	1,045,257	71,774	508,450	2,191,296
MIDDLE ATLANTIC STATES						
1 Pennsylvania	9,640,802	683,592	1,507,014	97,159	794,746	3,082,511
2 West Virginia	1,728,510	88,900	209,684	11,847	91,844	402,275
3 Maryland	1,629,321	97,929	213,244	12,897	114,043	438,113
4 District of Columbia	486,869	82,556	132,125	9,338	86,613	310,632
5 Delaware	238,380	17,747	39,798	2,247	22,296	82,088
Totals	13,723,882	970,724	2,101,865	133,488	1,109,542	4,315,619
NEW YORK-NEW JERSEY						
1 New York	12,619,503	1,157,397	2,023,010	167,438	1,334,196	4,682,041
2 New Jersey	4,028,027	299,949	653,711	48,909	364,823	1,367,392
Totals	16,647,530	1,457,346	2,676,721	216,347	1,699,019	6,049,433
NEW ENGLAND STATES						
1 Massachusetts	4,253,646	376,385	791,388	47,610	471,799	1,687,182
2 Connecticut	1,604,711	161,113	334,541	21,889	181,047	698,590
3 Maine	800,056	74,223	185,509	9,840	64,436	334,008
4 Rhode Island	687,232	52,684	118,811	7,250	58,834	237,579
5 New Hampshire	465,293	43,784	115,372	6,350	41,329	206,835
6 Vermont	359,092	48,992	89,594	4,382	37,723	180,691
Totals	8,170,030	757,181	1,635,215	97,321	855,168	3,344,885
MISCELLANEOUS						
Newsdealers	.....	.....	.....	376	3,431	3,807
Unclassified	.....	5,912	3,497	5,612	12,064	27,085
Canada	.....	275,810	768,208	45,004	308,757	1,397,779
Alaska & U. S. Possessions	.....	40,008	50,906	8,530	47,484	146,928
Foreign	.....	86,946	176,085	29,398	58,798	351,227
Other Items	.....	7,808	557	593	999	9,957
Totals	.....	416,484	999,253	89,513	431,533	1,936,783
MARKET GROUPS						
1 Western	11,457,872	1,394,344	2,418,804	172,678	1,525,699	5,511,525
2 Southern	23,671,594	911,257	1,866,940	99,398	930,869	3,808,464
3 Central	27,353,583	2,289,213	4,673,009	310,698	2,436,277	9,709,197
4 Northwestern	10,819,455	789,853	1,633,076	101,435	823,960	3,348,324
5 Southwestern	10,494,246	565,815	1,045,257	71,774	508,450	2,191,296
6 Middle Atlantic	13,723,882	970,724	2,101,865	133,488	1,109,542	4,315,619
7 New York-New Jersey	16,647,530	1,457,346	2,676,721	216,347	1,699,019	6,049,433
8 New England	8,170,030	757,181	1,635,215	97,321	855,168	3,344,885
9 Miscellaneous	.....	416,484	999,253	89,513	431,533	1,936,783
Grand Totals	122,338,192	9,552,217	19,050,140	1,292,652	10,320,517	40,215,526
Grand Totals, January, 1931	.....	9,682,304	18,631,397	1,288,024	10,505,631	40,107,356
Page rate	.....	$28,047.00	$62,420.00	$5,270.00	$24,520.00	$120,257.00
Rate per agate line	.....	70.81	104.14	13.48	48.05	236.48
—Decrease						

Circulations and Rates by States and Territorial Market Groups

1932, by The Editor & Publisher Company

TERRITORIAL MARKETS Detailed Distribution for WESTERN STATES	Population 1930	NEWSPAPER CIRCULATION Morning Net Paid	Evening Net Paid	Sunday Net Paid	NUMBER OF NEWSPAPERS Morning Papers	Evening Papers	Sunday Papers	MINIMUM AGATE LINE NEWSPAPER SPACE RATES Joint Rate Morning	Joint Rate Evening	Joint Rate Sunday
1 California	5,677,251	962,557	1,353,240	1,601,453	36	104	34	$3.109	$5.543	$4.123
2 Washington	1,563,396	208,148	428,110	431,506	10	23	12	.760	1.514	1.250
3 Colorado	1,035,791	61,946	238,680	405,418	7	23	10	.333	.973	1.048
4 Oregon	953,786	123,410	254,986	326,524	8	18	9	.460	.985	.780
5 Montana	537,606	59,549	34,414	78,363	8	8	9	.305	.293	.470
6 Utah	507,847	48,944	80,256	87,805	1	6	4	.080	.325	.315
7 Idaho	445,032	29,804	46,268	51,267	4	12	6	.190	.405	.300
8 Arizona	435,573	53,384	31,614	56,745	7	7	7	.346	.286	.350
9 Wyoming	225,565	.....	23,125	12,613	1	7	3	.040	.276	.150
10 Nevada	91,058	8,575	19,524	8,848	2	7	2	.060	.187	.060
Totals	11,472,905	1,556,317	2,510,217	3,060,542	84	215	96	5.683	10.787	8.846
SOUTHERN STATES										
1 South Carolina	3,170,276	175,952	168,314	235,077	10	27	13	.611	1.148	.946
2 Georgia	2,908,506	160,017	264,080	514,962	5	20	15	.415	1.003	1.255
3 Tennessee	2,616,556	246,789	414,348	403,423	5	21	9	.462	1.232	1.010
4 Kentucky	2,614,589	136,216	283,678	271,118	7	24	11	.374	1.167	.945
5 Alabama	2,646,248	86,253	255,760	221,828	3	18	10	.280	.988	.893
6 Virginia	2,421,851	170,193	220,910	206,231	9	19	11	.538	.907	.700
7 Mississippi	2,009,821	22,650	94,289	74,271	3	13	6	.120	.563	.360
8 Louisiana	2,101,593	184,206	168,455	362,676	6	10	6	.525	.655	.835
9 South Carolina	1,738,765	84,564	65,031	113,495	6	9	8	.310	.351	.450
10 Florida	1,468,211	176,199	175,670	261,689	11	29	22	.774	1.389	1.479
Totals	23,696,416	1,443,039	2,110,535	2,664,770	65	190	111	4.409	9.403	8.873
CENTRAL STATES										
1 Illinois	7,630,654	1,357,504	1,794,577	2,369,188	10	89	17	2.479	5.248	3.972
2 Ohio	6,646,697	481,281	2,008,157	1,200,287	13	106	22	1.190	6.093	2.915
3 Michigan	4,842,325	358,556	1,103,456	1,145,784	7	51	13	.921	3.345	2.301
4 Indiana	3,238,503	313,255	734,474	389,869	16	88	16	.962	3.166	1.230
5 Wisconsin	2,939,006	91,079	632,027	448,732	2	41	6	.190	2.371	1.030
6 Iowa	2,470,939	200,045	556,915	429,270	3	42	9	.425	2.200	1.180
Totals	27,768,124	2,801,720	6,829,606	5,983,130	51	417	83	6.167	22.423	12.628
NORTHWESTERN STATES										
1 Missouri	3,629,367	627,205	998,746	1,029,293	9	48	14	1.123	2.744	2.233
2 Minnesota	2,563,953	183,660	582,498	573,392	4	28	6	.410	1.777	1.245
3 Kansas	1,880,999	122,031	309,505	248,379	5	49	9	.400	1.859	.785
4 Nebraska	1,377,963	136,730	228,098	295,701	6	17	7	.386	.880	.791
5 North Dakota	680,845	26,353	46,576	39,048	2	8	2	.090	.335	.160
6 South Dakota	692,849	8,667	83,705	44,581	2	13	3	.065	.535	.220
Totals	10,825,976	1,104,646	2,249,128	2,230,394	28	163	41	2.474	8.130	5.434
SOUTHWESTERN STATES										
1 Texas	5,824,715	498,840	788,220	968,588	27	89	57	1.590	3.739	3.903
2 Oklahoma	2,396,040	231,458	351,833	389,552	11	45	32	.735	1.940	1.949
3 Arkansas	1,854,482	63,687	89,654	131,931	5	28	8	.275	.840	.565
4 New Mexico	423,317	15,977	39,606	16,520	2	8	2	.065	.286	.100
Totals	10,498,554	809,962	1,269,313	1,506,591	45	170	99	2.665	6.805	6.517
MIDDLE ATLANTIC STATES										
1 Pennsylvania	9,631,350	1,052,521	2,354,228	1,855,436	30	119	15	3.130	7.270	3.770
2 West Virginia	1,729,205	109,080	149,573	177,522	10	22	10	.492	.843	.748
3 Maryland	1,631,526	165,406	414,119	406,172	4	9	3	.350	.960	.920
4 District of Columbia	486,869	180,724	277,655	328,747	3	3	3	.610	.670	.750
5 Delaware	238,380	10,168	43,714	13,455	1	2	1	.050	.150	.050
Totals	13,717,330	1,517,899	3,239,289	2,781,332	48	155	32	4.632	9.893	6.238
NEW YORK—NEW JERSEY										
1 New York	12,588,066	3,587,222	3,486,394	5,387,719	29	92	21	7.182	10.064	8.235
2 New Jersey	4,041,334	164,942	675,006	217,647	7	27	7	.610	2.025	.760
Totals	16,629,400	3,752,164	4,161,400	5,605,366	36	119	28	7.792	12.089	8.995
NEW ENGLAND										
1 Massachusetts	4,249,614	1,048,580	1,346,653	1,493,215	11	56	14	2.020	4.522	3.090
2 Connecticut	1,606,903	110,142	351,060	233,035	6	26	6	.360	1.337	.630
3 Maine	797,423	106,342	87,857	45,632	5	6	1	.295	.305	.080
4 Rhode Island	687,497	45,044	181,851	97,791	2	7	2	.139	.550	.240
5 New Hampshire	465,293	17,114	49,643	.....	1	8	.....	.060	.220	.....
6 Vermont	359,611	29,821	31,845	.....	2	7	.....	.125	.173	.....
Totals	8,166,341	1,357,043	2,048,909	1,869,673	27	110	23	2.999	7.107	4.040
MARKET GROUPS										
1 Western	11,472,905	1,556,317	2,510,217	3,060,542	84	215	96	5.683	10.787	8.846
2 Southern	23,696,416	1,443,039	2,110,535	2,664,770	65	190	111	4.409	9.403	8.873
3 Central	27,768,124	2,801,720	6,829,606	5,983,130	51	417	83	6.167	22.423	12.628
4 Northwestern	10,825,976	1,104,646	2,249,128	2,230,394	28	163	41	2.474	8.130	5.434
5 Southwestern	10,498,554	809,962	1,269,313	1,506,591	45	170	99	2.665	6.805	6.517
6 Middle Atlantic	13,717,330	1,517,899	3,239,289	2,781,332	48	155	32	4.632	9.893	6.238
7 New York-New Jersey	16,629,400	3,752,164	4,161,400	5,605,366	36	119	28	7.792	12,089	8.995
8 New England	8,166,341	1,357,043	2,048,909	1,869,673	27	110	23	2.999	7.107	4.040
Grand Totals	122,775,046	14,342,790	24,418,397	25,701,798	384	1,539	513	$36.821	$86.637	$61.571
Grand Totals, January, 1931		14,434,257	25,154,915	26,413,047	388	1,554	521	$36.514	$87.025	$62.342

PRINCIPAL CHAIN OWNED DAILIES OF U. S. A.

(*Continued from page* 116)

HOWE NEWSPAPERS—Atchinson (Kan.) Globe, Amarillo (Tex.) Globe, Amarillo News, Falls City (Neb.) Journal, Midland (Tex.) Reporter-Telegram. Gene A. Howe, Pres., Amarillo, Tex.

C. L. KNIGHT NEWSPAPERS—Akron (O.) Beacon-Journal, Massillon (O.) Independent. C. L. Knight, Pres., Akron, Ohio.

LEE SYNDICATE NEWSPAPERS—Davenport (Ia.) Times, Davenport Democrat & Herald, Ottumwa (Ia.) Courier, Muscatine (Ia.) Journal, Mason City (Ia.) Globe-Gazette & Times, Madison (Wis.) State Journal, La Crosse (Wis.) Tribune & Leader-Press, Hannibal (Mo.) Courier-Post, Kewanee (Ill.) Star-Courier, Lincoln (Neb.) Star, Lincoln (Neb.) Journal. E. P. Adler, Pres., Davenport, Ia.

LINDSAY NEWSPAPERS — Sarastota (Fla.) Herald, Marion (Ind.) Chronicle, Marion Leader-Tribune. Geo. D. Lindsay, Pres., Marion, Ind.

MacFADDEN NEWSPAPERS—New York Graphic, Philadelphia News, New York Daily Investment News, New York Automotive Daily News, New Haven (Conn.) Times, Wyandotte (Mich.) Record, Greenville (Mich.) News, Lansing (Mich.) Capital News. Bernarr Macfadden, Pres., New York.

WESTCHESTER NEWSPAPERS, INC.—Yonkers (N. Y.) Statesman, Tarrytown (N. Y.) News, Port Chester (N. Y.) Item, Ossining (N. Y.) Citizen-Sentinel, Mt. Vernon (N. Y.) Argus, New Rochelle (N. Y.) Standard-Star, Mamaroneck (N. Y.) Times. White Plains (N. Y.) Press. J. Noel Macy, Pres., Yonkers, N. Y.

McCLATCHY NEWSPAPERS — Fresno (Cal.) Bee, Sacramento (Cal.) Bee, Modesto (Cal.) News-Herald. C. K. McClatchy, Pres., Sacramento, Cal.

W. J. McGIFFIN-ALAN MASTERS NEWSPAPERS—Ft. Madison (Ia.) Democrat, Excelsior Springs (Mo.) Standard, Pawhuska (Okla.) Capital-Journal. W. J. McGiffen, Pres., Ft. Madison.

EDWARD B. McLEAN NEWSPAPERS—Cincinnati (O.) Enquirer, Washington (D. C.) Post. Edward B. McLean, Pres., Washington, D. C.

GEORGE F. MORELL NEWSPAPERS—Palo Alto (Cal.) Times, Redwood City (Cal.) Tribune. Geo. F. Morell, Pres., Palo Alto, Cal.

WALTER MURRAY NEWSPAPERS—Ranger (Tex.) Times, Eastland (Tex.) Telegram. Walter Murray, Pres., Ranger, Tex

ADOLPH S. OCHS NEWSPAPERS—New York Times, Chattanooga (Tenn.) Times. Adolph S. Ochs, Pres., New York, N. Y.

LINDSAY-NUNN DAILIES — Borger (Tex.) Herald, Pampa (Tex.) News, Childress (Tex.) Index, Corpus Christi (Tex.) Caller, Corpus Christi Times, Lubbock (Tex.) Avalanche, Lubbock Journal, Plainview (Tex.) Herald, El Paso (Tex.) Herald, El Paso Times, interest in Amarillo (Tex.) Globe and Amarillo News; Roswell (N. M.) Dispatch, Carlsbad (N. M.) Current Argus.

H. C. OGDEN NEWSPAPERS—Wheeling (W. Va.) Intelligencer, Wheeling News, Martinsburg (W. Va.) Journal, Hinton (W. Va.) News. H. C. Ogden, Pres., Wheeling, W. Va.

OSBORN NEWSPAPERS—Fresno (Cal.) Republican, Sault Ste. Marie (Mich.) News.

R. W. PAGE CORPORATION NEWSPAPERS—Columbus (Ga.) Ledger, Columbus Enquirer-Sun, Bradenton (Fla.) Herald, Wilmington (N. C.) News, Wilmington Star. R. W. Page, Pres., Columbus, Ga.

C. E. PALMER NEWSPAPERS—El Dorado (Ark.) Times and News, Hot Springs (Ark.) New Era and Sentinel-Record, Hope (Ark.) Star & News, Camden (Ark.) News, Stephens (Ark.) News. C. E. Palmer, Pres.

PATTERSON-McCORMICK NEWSPAPERS—Chicago Tribune, New York Daily News, Detroit Mirror. Col. R. R. McCormick and Capt. J. M. Patterson, editors and publishers.

JOHN H. PERRY NEWSPAPERS—Reading (Pa.) Times, Jacksonville (Fla.) Journal, Pensacola (Fla.) Journal and News. John H. Perry, Pres., care American Press Association, New York, N. Y.

JAMES R. RHODES NEWSPAPERS—Newton (Ia.) Daily News, Missouri Valley (Ia.) Times, Perry (Ia.) Chief, Carroll (Ia.) Record. James R. Rhodes, Pres., Newton, Ia.

RIDDER BROTHERS NEWSPAPERS—New York Journal of Commerce, New York Staats-Zeitung, New Yorker Herold, Jamaica (N. Y.) Long Island Press, St. Paul (Minn.) Pioneer Press & Dispatch, Aberdeen (S. D.) American and News, Grank Forks (N. D.) Herald, management contract with San Francisco (Cal.) Chronicle, minority interest in Seattle (Wash.) Times. B. F. Ridder, Pres., care New York Journal of Commerce.

C. F. RIDENOUR NEWSPAPERS—Piqua (O.) Call, Urbana (O.) Democrat. C. F. Ridenour, Pres., Piqua, O.

C. A. ROWLEY NEWSPAPERS—Ashtabula (O.) Star-Beacon, Geneva (O.) Free Press, Painesville (O.) Telegraph. C. A. Rowley, Pres., Ashtabula, O.

SCRIPPS-CANFIELD NEWSPAPERS—Seattle (Wash.) Star, Tacoma (Wash.) Times, Los Angeles (Cal.) Record, Boise (Idaho) Capital News, Spokane (Wash.) Press, Portland (Ore.) News, Dallas (Tex.) Dispatch, San Luis Obispo (Cal.) Tribune-Telegram, Provo (Utah) Herald, Logan (Utah) Herald-Journal, Coeur d'Alene (Idaho) Press. Mrs. Josephine S. Scripps, Pres., Seattle, Wash.; B. F. Canfield, Gen. Mgr., Oakland, Cal.

SCRIPPS-HOWARD NEWSPAPERS — New York World-Telegram, Cleveland Press, Pittsburgh Press, Cincinnati Post, Columbus

ANALYSIS OF CIRCULATION BY TERRITORIAL MARKET GROUP

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TERRITORIAL MARKETS		Ladies Home Journal	Good House-keeping	Women's Home Companion	Delineator	Pictorial Review	Needle-craft	Tower Magazines
Total net paid		2,586,698	1,892,816	2,654,064	2,415,500	2,539,306	1,084,314	1,314,599
Total net paid, including bulk		2,588,271	1,893,415	2,654,316	2,415,624	2,540,444	1,084,314	1,314,599
Total distribution		2,602,024	1,926,904	2,701,472	2,450,644	2,554,624	1,094,206	1,328,997
Detailed distribution for	Population 1930	Mar., 1931	Mar., 1931	Feb., 1931	Mar., 1931	Mar., 1931	May, 1931	June, 1931
WESTERN STATES								
1 California	5,672,009	184,855	132,245	180,775	185,152	197,408	41,115	60,311
2 Washington	1,561,967	49,085	34,662	54,284	62,967	47,365	20,644	11,051
3 Colorado	1,035,043	29,283	17,987	27,850	23,789	32,987	12,214	7,042
4 Oregon	952,691	29,219	21,806	38,012	44,674	26,489	15,082	6,756
5 Montana	536,332	15,305	10,406	11,500	18,986	12,775	6,072	3,184
6 Utah	502,582	9,343	10,056	7,474	13,647	15,004	3,152	1,986
7 Idaho	445,837	10,653	7,995	9,488	16,422	8,338	5,341	1,661
8 Arizona	435,833	7,847	7,074	9,196	11,028	9,767	2,647	2,416
9 Wyoming	224,597	5,256	5,045	5,197	6,880	6,616	3,962	1,376
10 Nevada	90,981	3,122	1,840	2,272	4,338	1,618	1,113	685
Totals	11,457,872	343,968	249,116	346,048	387,883	358,367	111,342	96,468
SOUTHERN STATES								
1 Georgia	2,902,445	23,221	19,399	28,046	22,567	28,822	7,979	8,268
2 North Carolina	3,170,287	24,276	23,657	21,432	24,008	28,105	11,887	9,903
3 Kentucky	2,623,668	27,225	16,597	33,347	19,636	25,559	14,944	11,375
4 Tennessee	2,608,759	24,345	16,346	32,544	24,792	30,871	11,231	8,951
5 Alabama	2,645,297	15,097	12,328	22,802	15,951	21,717	6,593	7,424
6 Virginia	2,419,471	32,143	25,944	28,959	26,463	32,683	12,328	14,530
7 Mississippi	2,007,979	8,598	9,768	11,353	8,794	15,087	4,808	3,933
8 Louisiana	2,094,496	19,319	11,604	20,519	16,139	20,996	4,105	7,433
9 South Carolina	1,732,567	10,470	9,937	12,293	8,116	16,581	4,837	3,615
10 Florida	1,466,625	35,546	25,215	29,186	20,167	30,610	9,529	9,570
Totals	23,671,594	220,240	170,795	240,481	186,633	251,031	88,241	85,002
CENTRAL STATES								
1 Illinois	7,607,684	185,331	129,204	194,382	154,953	129,939	66,784	121,529
2 Ohio	6,639,837	163,650	115,544	191,055	167,017	167,316	80,141	93,370
3 Michigan	4,482,280	115,303	72,725	137,406	114,706	102,888	50,669	42,151
4 Indiana	3,225,600	69,575	45,859	90,988	64,908	61,754	50,311	29,147
5 Wisconsin	2,930,282	63,363	40,601	65,862	62,840	53,158	38,164	36,269
6 Iowa	2,467,900	56,015	42,617	69,036	55,683	44,437	66,114	17,985
Totals	27,353,583	653,237	446,550	748,729	620,107	559,492	352,183	340,451
NORTHWESTERN STATES								
1 Missouri	3,620,961	71,123	42,599	72,083	64,227	63,809	31,842	31,035
2 Minnesota	2,566,445	63,175	43,237	67,460	55,908	51,997	27,879	22,338
3 Kansas	1,879,946	42,252	25,057	44,864	38,684	30,690	21,976	7,064
4 Nebraska	1,378,900	30,311	20,983	31,905	31,280	22,363	23,225	6,723
5 North Dakota	682,448	12,653	8,048	9,756	8,541	8,125	8,748	2,428
6 South Dakota	690,755	13,470	9,970	12,344	12,501	10,543	11,440	2,580
Totals	10,819,455	232,984	149,894	238,412	211,141	187,527	125,110	72,168
SOUTHWESTERN STATES								
1 Texas	5,821,272	74,075	59,900	74,950	86,117	95,615	21,782	23,148
2 Oklahoma	2,391,777	32,746	25,773	34,261	31,806	29,575	12,516	7,839
3 Arkansas	1,853,981	13,978	9,096	13,853	12,633	19,488	5,736	3,681
4 New Mexico	427,216	4,347	4,457	5,271	5,603	7,296	3,207	1,303
Totals	10,494,246	125,146	99,226	128,335	136,159	151,974	432,241	35,971
MIDDLE ATLANTIC STATES								
1 Pennsylvania	9,640,802	221,886	161,234	193,181	208,144	228,250	83,540	125,977
2 West Virginia	1,728,510	22,325	20,768	21,251	25,405	21,927	12,205	10,210
3 Maryland	1,629,321	35,199	23,204	33,350	28,421	31,723	7,474	16,754
4 District of Columbia	486,869	20,745	18,583	17,510	18,351	19,145	2,237	9,492
5 Delaware	238,380	7,178	4,689	5,048	5,882	5,226	1,861	2,745
Totals	13,723,882	307,333	228,478	270,340	286,203	306,271	107,317	165,178
NEW YORK-NEW JERSEY								
1 New York	12,619,503	290,095	231,806	295,654	223,202	234,819	79,414	259,916
2 New Jersey	4,028,027	114,470	66,132	101,498	77,343	92,544	22,240	76,994
Totals	16,647,530	404,565	297,938	397,152	300,545	327,363	101,654	336,910
NEW ENGLAND STATES								
1 Massachusetts	4,253,646	124,925	90,404	126,683	92,868	99,033	52,455	85,954
2 Connecticut	1,604,711	45,796	40,053	51,873	47,721	48,680	21,244	33,786
3 Maine	800,056	20,898	15,924	24,301	24,694	26,708	24,753	16,102
4 Rhode Island	687,232	16,937	11,302	18,054	15,393	15,601	7,323	18,189
5 New Hampshire	465,293	14,104	9,772	13,110	17,395	17,838	14,457	9,308
6 Vermont	359,092	9,441	7,662	10,721	13,232	11,686	11,330	6,216
Totals	8,170,030	232,101	175,117	244,742	211,303	219,546	131,562	169,555
MISCELLANEOUS								
Newsdealers	.....	.....	.....	.....	.....	.....	.....	.....
Unclassified	.....	.....	.....	.....	.....	917	1,955	.....
Canada	.....	82,472	76,727	62,620	109,821	175,670	26,972	30,975
Alaska & U. S. Pos.	.....	12,360	5,831	4,860	2,373	4,143	9,620	28
Foreign	.....	49,672	8,444	7,431	7,039	6,875	4,757	75
Other Items	.....	120	67	.....	.....	.....	.....	.....
Totals	.....	144,624	91,069	74,911	119,233	187,605	43,304	31,078
MARKET GROUPS								
1 Western	11,457,872	343,968	249,116	346,048	387,883	358,367	111,342	96,468
2 Southern	23,671,594	220,240	170,795	240,481	186,633	251,031	88,241	85,002
3 Central	27,353,583	653,237	446,550	748,729	620,107	559,492	352,183	340,451
4 Northwestern	10,819,455	232,984	149,894	238,412	211,141	187,527	125,110	72,168
5 Southwestern	10,494,246	125,146	99,226	128,335	136,159	151,974	43,241	35,971
6 Middle Atlantic	13,723,882	307,333	228,478	270,340	286,203	306,271	107,317	165,178
7 New York-New Jersey	16,647,530	404,565	297,938	397,152	300,545	327,363	101,654	336,910
8 New England	8,170,030	232,101	175,117	244,742	211,303	219,546	131,562	169,555
9 Miscellaneous	.....	144,624	91,069	74,911	119,233	187,605	43,304	31,078
Grand totals	122,338,192	2,664,198	1,908,183	2,689,150	2,459,207	2,549,176	1,103,954	1,332,781
Page rate		$9,500.00	$5,600.00	$9,400.00	$8,400.00	$8,000.00	$3,600.00	$2,500.00
Rate per agate line		15.00	13.25	14.25	12.75	12.00	6.00	6.75

—Decrease

S AND ADVERTISING RATES OF LEADING WOMEN'S MAGAZINES

The Editor & Publisher Company

TERRITORIAL MARKETS		McCall's Magazine	Comfort	McCall Quarterlies	Vogue	Women's Magazines Total 1930	Women's Magazines Total 1931	Gain or Loss 1930–1931
Total net paid		2,601,546	1,018,115	432,039	135,492	18,353,520	18,674,489	320,969
Total net paid, including bulk		2,601,725	1,018,115	432,235	136,988	18,356,243	18,680,046	323,803
Total distribution		2,606,782	1,027,446	433,990	141,967	18,556,325	18,869,056	312,731
Detailed distribution for	Population 1930	Mar., 1931	Feb., 1931	Spring, 1931	Mar. 15, 1931			
WESTERN STATES								
1 California	5,672,009	181,511	15,847	29,150	13,125	1,169,006	1,221,494	52,488
2 Washington	1,561,967	58,880	14,791	6,392	1,535	367,562	361,656	—5,906
3 Colorado	1,035,043	31,202	11,528	3,224	976	201,499	198,082	—3,417
4 Oregon	952,691	37,648	12,120	4,559	1,084	233,209	237,449	4,240
5 Montana	536,332	18,005	7,694	1,842	268	108,938	106,037	—2,901
6 Utah	502,582	8,187	4,320	988	234	79,196	74,391	—4,805
7 Idaho	445,837	17,731	9,451	1,207	175	83,608	88,462	4,854
8 Arizona	435,833	11,359	2,284	1,932	405	67,285	65,955	—1,330
9 Wyoming	224,597	7,096	3,538	733	159	45,594	45,858	264
10 Nevada	90,981	3,091	766	458	117	18,234	19,420	1,186
Totals	11,457,872	374,710	82,339	50,485	18,078	2,374,131	2,418,804	44,673
SOUTHERN STATES								
1 Georgia	2,902,445	27,342	35,666	3,338	1,476	226,288	206,124	—20,164
2 North Carolina	3,170,287	35,488	49,548	4,125	1,061	256,793	233,490	—23,303
3 Kentucky	2,623,668	29,680	42,059	4,210	1,298	241,990	225,930	—16,060
4 Tennessee	2,608,759	29,905	49,063	4,361	1,221	259,422	233,630	—25,792
5 Alabama	2,645,297	21,109	33,729	3,368	734	180,533	160,852	—19,681
6 Virginia	2,419,471	37,942	33,446	4,328	1,381	266,288	250,147	—16,141
7 Mississippi	2,007,979	15,161	22,322	2,475	412	121,395	102,711	—18,684
8 Louisiana	2,094,496	16,712	10,842	4,874	1,117	136,468	133,660	—2,808
9 South Carolina	1,732,567	17,208	15,184	2,128	550	111,740	100,919	—10,821
10 Florida	1,466,625	38,476	12,090	6,448	2,640	216,078	219,477	3,399
Totals	23,671,594	269,023	303,949	39,655	11,890	2,016,995	1,866,940	—150,055
CENTRAL STATES								
1 Illinois	7,607,684	159,712	48,915	34,548	10,573	1,170,380	1,235,870	65,490
2 Ohio	6,639,837	161,778	48,914	23,388	6,381	1,186,696	1,218,554	31,858
3 Michigan	4,482,280	113,071	24,707	19,377	4,037	825,670	797,040	—28,630
4 Indiana	3,225,600	68,569	34,054	9,352	2,204	557,462	526,721	—30,741
5 Wisconsin	2,930,282	57,138	21,533	10,829	2,065	453,485	451,822	—1,663
6 Iowa	2,467,900	56,127	26,238	7,397	1,353	488,113	443,002	—45,111
Totals	27,353,583	616,395	204,361	104,891	26,613	4,681,806	4,673,009	—8,797
NORTHWESTERN STATES								
1 Missouri	3,620,961	68,513	48,063	11,019	3,141	514,257	507,454	—6,803
2 Minnesota	2,566,445	60,760	19,456	10,714	2,000	441,860	424,924	—16,936
3 Kansas	1,879,946	46,104	27,832	4,835	972	325,821	290,330	—35,491
4 Nebraska	1,378,900	37,137	16,739	4,291	740	244,187	225,697	—18,490
5 North Dakota	682,448	14,776	7,549	2,116	160	94,896	82,900	—11,996
6 South Dakota	690,755	18,305	8,577	1,858	183	116,278	101,771	—14,507
Totals	10,819,455	245,595	128,216	34,833	7,196	1,737,299	1,633,076	—104,223
SOUTHWESTERN STATES								
1 Texas	5,821,272	83,057	69,078	20,239	3,536	646,996	611,497	—35,499
2 Oklahoma	2,391,777	36,419	39,848	6,093	1,217	287,767	258,093	—29,674
3 Arkansas	1,853,981	18,312	32,344	2,738	405	159,760	132,264	—27,496
4 New Mexico	427,216	6,593	4,130	994	202	43,293	43,403	110
Totals	10,494,246	144,381	145,400	30,064	5,360	1,137,816	1,045,257	—92,559
MIDDLE ATLANTIC STATES								
1 Pennsylvania	9,640,802	192,837	52,676	29,412	9,877	1,421,850	1,507,014	85,164
2 West Virginia	1,728,510	31,887	39,357	3,509	840	214,747	209,684	—5,063
3 Maryland	1,629,321	22,808	8,854	3,707	1,750	198,933	213,244	14,311
4 District of Columbia	486,869	18,565	526	4,878	2,093	115,364	132,125	16,761
5 Delaware	238,380	4,910	1,034	958	267	36,098	39,798	3,700
Totals	13,723,882	271,007	102,447	42,464	14,827	1,986,992	2,101,865	114,873
NEW YORK-NEW JERSEY								
1 New York	12,619,503	305,528	24,600	45,986	31,990	1,695,527	2,023,010	327,483
2 New Jersey	4,028,027	78,240	4,768	13,542	5,940	543,503	653,711	110,208
Totals	16,647,530	383,768	29,368	59,528	37,930	2,239,030	2,676,721	437,691
NEW ENGLAND STATES								
1 Massachusetts	4,253,646	91,816	2,995	16,425	7,830	690,076	791,388	101,312
2 Connecticut	1,604,711	33,910	2,616	5,952	2,910	290,813	334,541	43,728
3 Maine	800,056	19,226	9,125	3,161	617	165,801	185,509	19,708
4 Rhode Island	687,232	11,470	673	2,775	1,094	100,847	118,811	17,964
5 New Hampshire	465,293	15,162	1,794	2,015	417	102,476	115,372	12,896
6 Vermont	359,092	12,076	5,656	1,298	276	82,474	89,594	7,120
Totals	8,170,030	183,660	22,859	31,626	13,144	1,432,487	1,635,215	202,728
MISCELLANEOUS								
Newsdealers	.....	.....	.....	.....	.....	47,372	.....	—47,372
Unclassified	.....	.....	.....	625	.....	3,744	3,497	—247
Canada	.....	159,472	745	36,772	5,962	724,575	768,208	43,633
Alaska & U. S. Pos.	.....	5,891	265	4,698	837	49,109	50,906	1,797
Foreign	.....	16,066	.....	71,944	3,782	199,503	176,085	—23,418
Other Items	.....	.....	.....	.....	370	538	557	19
Totals	.....	181,429	1,010	114,039	10,951	1,024,841	999,253	—25,588
MARKET GROUPS								
1 Western	11,457,872	374,710	82,339	50,485	18,078	2,374,131	2,418,804	44,673
2 Southern	23,671,594	269,023	303,949	39,655	11,890	2,016,995	1,866,940	—150,055
3 Central	27,353,583	616,395	204,361	104,891	26,613	4,681,806	4,673,009	—8,797
4 Northwestern	10,819,455	245,595	128,216	34,833	7,196	1,737,299	1,633,076	—104,223
5 Southwestern	10,494,246	144,381	145,400	30,064	5,360	1,137,816	1,045,257	—92,559
6 Middle Atlantic	13,723,882	271,007	102,447	42,464	14,827	1,986,992	2,101,865	114,873
7 New York-New Jersey	16,647,530	383,768	29,368	59,528	37,930	2,239,030	2,676,721	437,691
8 New England	8,170,030	183,660	22,859	31,626	13,144	1,432,487	1,635,215	202,728
9 Miscellaneous	.....	181,429	1,010	114,039	10,951	1,024,841	999,253	—25,588
Grand totals	122,338,192	2,669,968	1,019,949	507,585	145,989	18,631,397	19,050,140	418,743
Page rate		$8,800.00	$2,720.00	$2,400.00	$1,500.00	$65,820.00	$62,420.00	—$3,400.00
Rate per agate line		13.25	5.00	3.52	2.37	106.53	104.14	—2.39

—Decrease

PRINCIPAL CHAIN-OWNED NEWSPAPERS IN U. S. A.

(*Continued from page* 118)

(O.) Citizen, Baltimore (Md.) Post, Buffalo (N. Y.) Times, San Francisco (Cal.) News, Washington (D. C.) News, Indianapolis (Ind.) Times, Oklahoma City Oklahoma News, Toledo (O.) News-Bee. Knoxville (Tenn.) News-Sentinel. Memphis (Tenn.) Press-Scimitar, Birmingham (Ala.) Post, Houston (Tex.) Press, Fort Worth (Tex.) Press, El Paso (Tex.) Herald-Post, Albuquerque (N. M.) State Tribune, San Diego (Cal.) Sun, Akron (O.) Times-Press, Youngstown (O.) Telegram, Covington (Ky.) Kentucky Post, Denver (Colo.) Rocky Mountain News, Evansville (Ind.) Press. Robert P. Scripps, Pres., Roy W. Howard, chairman of the board, 250 Park ave., New York, N. Y.

SHAFFER GROUP—Indianapolis Star, Muncie (Ind.) Star. John C. Shaffer, Pres., Chicago, Ill.

JAMES H. SKEWES NEWSPAPERS—Meridian (Miss.) Star, Laurel (Miss.) Call-Leader. James H. Skewes, Pres., Meridian, Miss.

S. L. SLOVER NEWSPAPERS—Richmond (Va.) Times-Dispatch, Norfolk (Va.) Ledger-Dispatch, Petersburg (Va.) Progress-Index. S. L. Slover, Pres., Richmond, Va.

SOUTHERN OREGON PUB. CO. NEWSPAPERS—Roseburg (Ore.) News-Review, Klamath Falls (Ore.) Herald & News, Medford (Ore.) Mail-Tribune.

STAUFFER PUBLICATIONS, INC.—Grand Island (Neb.) Independent, Arkansas City (Kan.) Traveler, Maryville (Mo.) Forum, Independence (Kan.) Reporter, Pittsburg (Kan.) Headlight and Sun, Shawnee (Okla.) News. Affiliated with this group are also Pocatello (Idaho) Tribune, Dodge City (Kan.) Globe, and Fort Collins (Colo.) Express-Courier, Oscar Stauffer, Pres., Arkansas City, Kan.

D. W. STEVICK NEWSPAPERS—Champaign (Ill.) News-Gazette, Texarkana (Tex.-Ark.) News, Texarkana Gazette. D. W. Stevick, Pres., Texarkana, Tex.-Ark.

J. DAVID STERN NEWSPAPERS—Philadelphia Record, Camden (N. J.) Courier, Camden Post. J. David Stern, Pres., Philadelphia, Pa.

JOHN L. STEWART NEWSPAPERS—Washington (Pa.) Observer, Washington Reporter, Beaver Falls (Pa.) Tribune, Canonsburg (Pa.) Notes. John L. Stewart, Pres., Washington, Pa.

S. E. THOMASON NEWSPAPERS—Chicago Illustrated Daily Times, Tampa (Fla.) Tribune. S. E. Thomason, Pres.

FREDERICK I. THOMPSON NEWSPAPERS—Montgomery (Ala.) Journal & Times, Mobile (Ala.) Register, Mobile News-Item, Florence (Ala.) Times-News, Sheffield (Ala.) Tri-Cities Daily. F. I. Thompson, Pres., Mobile, Ala.

F. W. WOODWARD NEWSPAPERS—Dubuque (Ia.) Telegraph-Journal, Paducah (Ky.) Sun-Democrat. F. W. Woodward, Pres., Dubuque, Ia.

NEW YORK CORRESPONDENTS —OUT-OF-TOWN NEWSPAPERS

Baltimore Sun—H. K. Fleming, care of Herald Tribune.

Boston Globe—Roger Batchelder, Times Annex.

Boston Herald—L. E. Fanning, Times Annex.

Chicago Tribune—Perley Boone, Times Annex.

Chicago Daily News—William Fort, 247 West 43rd street.

Cincinnati Enquirer—J. C. Muma, 230 West 43rd street.

Detroit News—L. J. Stevenson, 247 West 43rd street.

Milwaukee Journal—A. D. Gannon, Times Annex.

Montreal Gazette & Toronto Globe—R. H. Hairston, Times Annex.

Montreal Star—Clifford Baker, 220 East 42nd street.

New Orleans Times Picayune—Marion P. Pike, Daily News.

Philadelphia Inquirer—R. P. Lowry, Herald Tribune.

Philadelphia Public Ledger—D. E. Creary, 75 West street.

Pittsburgh Post Gazette—W. E. Kennedy, Times Annex.

St. Louis Globe-Democrat—J. R. Treverton, Times Annex.

Washington Post—J. C. Muma, 230 West 43rd street.

The Quality Dry Mat is the CERTIFIED ACE

Please see our announcement on page 145 of this issue.

ANALYSIS OF CIRCULATION BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF THE LEADING WEEKLY MAGAZINES

Compiled by Editor & Publisher and Copyright 1932, by The Editor & Publisher Company

TERRITORIAL MARKETS		Saturday Evening Post	Literary Digest	Collier's	Liberty	Outlook & Independent	Time	Judge	Christian Herald	Weekly Magazines Total 1930	Weekly Magazines Total 1931	Gain or Loss
Total net paid		2,910,082	1,506,578	2,329,610	2,410,566	83,115	351,920	147,513	218,525	9,957,008	9,957,909	901
Total net paid, including bulk		2,912,560	1,511,698	2,330,156	2,411,612	83,214	355,979	147,598	220,368	9,972,786	9,973,185	399
Total distribution		2,922,466	1,518,385	2,340,148	2,417,120	87,881	372,505	150,733	225,247	10,030,138	10,034,485	4,347
Detailed distribution for	Pop.											
WESTERN STATES	1930	Mar. 7, '31	Apr. 18, '31	Mar. 7, '31	Feb. 21, '31	May 20, '31	May 11, '31	Mar. 28, '31	Apr., '31			
1 California	5,672,009	296,755	104,935	193,051	222,116	8,590	32,212	8,931	10,421	846,768	877,011	30,243
2 Washington	1,561,967	68,861	24,343	53,720	44,263	987	5,837	875	3,414	202,850	202,300	—550
3 Colorado	1,035,043	33,741	13,498	25,840	21,509	426	3,774	829	2,636	104,952	102,253	—2,699
4 Oregon	952,691	39,656	14,720	34,224	25,651	1,437	3,199	941	2,419	127,700	122,247	—5,453
5 Montana	536,332	21,452	9,238	13,253	11,618	385	1,984	338	1,224	64,557	59,492	—5,065
6 Utah	502,582	10,688	6,825	10,812	10,702	94	1,157	308	144	44,533	40,730	—3,803
7 Idaho	445,837	12,646	5,908	11,291	6,493	769	1,167	233	871	43,830	39,378	—4,452
8 Arizona	435,833	15,299	4,824	12,927	9,756	295	1,650	377	582	47,657	45,710	—1,947
9 Wyoming	224,597	7,300	3,505	5,947	4,796	145	1,021	174	486	25,275	23,374	—1,901
10 Nevada	90,981	4,711	1,956	3,092	2,626	37	501	174	107	12,711	13,204	493
Totals	11,457,872	511,109	189,752	364,157	359,530	13,165	52,502	13,180	22,304	1,520,833	1,525,699	4,866
SOUTHERN STATES												
1 Georgia	2,902,445	26,436	14,172	23,417	24,519	593	4,159	2,125	1,782	102,866	97,203	—5,663
2 North Carolina	3,170,287	24,985	16,436	22,546	20,479	839	4,362	1,850	3,349	104,877	94,846	—10,031
3 Kentucky	2,623,668	24,652	14,819	28,318	18,681	521	3,646	757	2,439	102,555	93,833	—8,722
4 Tennessee	2,608,759	25,156	13,097	26,524	24,923	625	3,428	1,262	2,678	102,037	97,693	—4,344
5 Alabama	2,645,297	18,388	12,565	19,429	23,011	548	2,892	1,331	1,680	84,629	79,844	—4,785
6 Virginia	2,419,471	30,642	22,247	26,039	27,796	409	4,889	1,737	5,163	121,960	118,922	—3,038
7 Mississippi	2,007,979	11,303	6,805	11,361	9,632	310	1,522	714	1,184	49,303	42,831	—6,472
8 Louisiana	2,094,496	23,478	12,501	20,564	25,451	576	3,456	1,498	682	87,297	88,206	909
9 South Carolina	1,732,567	11,671	7,169	10,968	11,476	355	1,541	957	1,322	47,640	45,459	—2,181
10 Florida	1,466,625	56,746	20,249	37,322	46,162	548	5,121	2,752	3,132	175,116	172,032	—3,084
Totals	23,671,594	253,457	140,060	226,488	232,130	5,324	35,016	14,983	23,411	978,280	930,869	—47,411
CENTRAL STATES												
1 Illinois	7,607,684	208,529	76,882	166,082	182,083	3,366	23,351	6,538	10,585	699,467	677,416	—22,051
2 Ohio	6,639,837	175,293	88,656	164,102	168,878	4,435	22,801	8,055	16,028	645,735	648,248	—2,513
3 Michigan	4,482,280	134,664	49,417	127,446	109,675	2,896	14,412	4,622	8,955	483,497	452,087	—31,410
4 Indiana	3,225,600	72,716	32,936	79,055	66,039	1,032	7,244	1,838	5,834	268,114	266,694	—1,420
5 Wisconsin	2,930,282	60,393	28,840	43,776	59,281	990	6,646	1,684	5,019	208,748	206,629	—2,119
6 Iowa	2,467,900	58,998	22,794	45,338	42,471	944	5,774	769	8,115	183,832	185,203	1,371
Totals	27,353,583	710,593	299,525	625,799	628,427	13,663	80,228	23,506	54,536	2,489,393	2,436,277	—53,116
NORTHWESTERN STATES												
1 Missouri	3,620,961	82,617	30,857	57,761	72,911	1,441	7,536	2,093	4,644	253,872	259,860	5,988
2 Minnesota	2,566,445	68,737	31,710	57,848	70,178	844	9,986	1,233	4,265	250,189	244,801	—5,388
3 Kansas	1,879,946	43,501	17,621	26,735	33,487	1,210	3,197	704	5,444	125,984	131,899	5,915
4 Nebraska	1,378,900	30,388	14,207	25,394	24,435	489	3,447	509	4,602	103,250	103,471	221
5 North Dakota	682,448	11,904	6,528	9,923	8,634	174	1,851	142	1,464	43,824	40,620	—3,204
6 South Dakota	690,755	14,544	6,799	9,590	8,342	219	1,628	131	2,056	45,950	43,309	—2,641
Totals	10,819,455	251,691	107,722	187,251	217,987	4,377	27,645	4,812	22,475	823,069	823,960	891
SOUTHWESTERN STATES												
1 Texas	5,821,272	91,366	45,489	81,620	83,441	3,457	10,770	2,645	4,033	343,385	322,821	—20,564
2 Oklahoma	2,391,777	37,662	14,902	31,131	18,260	1,018	3,731	715	2,160	128,545	109,579	—18,966
3 Arkansas	1,853,981	15,477	7,623	13,281	12,627	419	1,551	381	1,300	62,611	52,659	—9,952
4 New Mexico	427,216	6,987	3,409	6,392	4,722	195	1,024	227	435	23,533	23,391	—142
Totals	10,494,246	151,492	71,423	132,424	119,050	5,089	17,076	3,968	7,928	558,074	508,450	—49,624
MIDDLE ATLANTIC STATES												
1 Pennsylvania	9,640,802	214,364	123,791	190,655	193,692	6,078	29,822	14,477	21,867	829,622	794,746	—34,876
2 West Virginia	1,728,510	21,990	13,968	26,589	20,715	1,305	3,114	1,315	2,848	93,376	91,844	—1,532
3 Maryland	1,629,321	32,159	15,763	24,619	31,535	465	4,419	1,616	3,467	109,301	114,043	4,742
4 District of Columbia	486,869	24,599	10,267	14,488	29,109	407	5,000	1,755	988	81,870	86,613	4,743
5 Delaware	238,380	6,085	3,918	4,379	5,760	188	882	339	745	23,445	22,296	—1,149
Totals	13,723,882	299,197	167,707	260,730	280,811	8,443	43,237	19,502	29,915	1,137,614	1,109,542	—28,072
NEW YORK-NEW JERSEY												
1 New York	12,619,503	410,589	193,166	290,758	322,890	13,845	41,435	35,061	26,452	1,329,730	1,334,196	4,466
2 New Jersey	4,028,027	112,261	77,635	83,042	57,448	3,117	11,439	11,291	8,590	383,256	364,823	—18,433
Totals	16,647,530	522,850	270,801	373,800	380,338	16,962	52,874	46,352	35,042	1,712,986	1,699,019	—13,967
NEW ENGLAND STATES												
1 Massachusetts	4,253,646	150,503	62,710	96,567	126,484	2,417	17,357	8,861	6,900	458,140	471,799	13,659
2 Connecticut	1,604,711	50,766	27,474	42,863	42,376	1,967	7,660	3,791	4,150	185,072	181,047	—4,025
3 Maine	800,056	20,188	11,037	13,392	12,478	849	2,265	1,487	2,740	66,864	64,436	—2,428
4 Rhode Island	687,232	18,350	6,257	11,385	18,191	369	1,933	1,160	1,189	55,952	58,834	2,882
5 New Hampshire	465,293	13,078	8,194	7,929	6,864	558	1,447	722	2,537	42,365	41,329	—1,036
6 Vermont	359,092	10,688	6,273	5,065	11,455	238	1,032	840	2,132	30,865	37,723	6,858
Totals	8,170,030	263,573	121,945	177,201	217,848	6,398	31,694	16,861	19,648	839,258	855,168	15,910
MISCELLANEOUS												
Newsdealers	.....	.....	.....	.....	.....	1,937	.....	.....	1,494	4,317	3,431	—886
Unclassified	.....	.....	3,638	.....	80	6,439	1,407	.....	500	4,893	12,064	7,171
Canada	.....	93,124	22,164	65,360	115,627	3,641	2,900	4,143	1,798	328,812	308,757	—20,055
Alaska & U. S. Poss	.....	15,745	5,621	7,240	12,193	711	4,974	916	84	43,139	47,484	4,345
Foreign	.....	34,329	10,518	4,084	1,499	389	4,027	1,589	2,363	59,185	58,798	—387
Other items	.....	413	.....	.....	29	20	537	.....	.....	5,778	999	—4,779
Totals	.....	143,611	41,941	76,684	129,428	13,137	13,845	6,648	6,239	446,124	431,533	—14,591
MARKET GROUPS												
1 Western	11,457,872	511,109	189,752	364,157	359,530	13,165	52,502	13,180	22,304	1,520,833	1,525,699	4,866
2 Southern	23,671,594	253,457	140,060	226,488	232,130	5,324	35,016	14,983	23,411	978,280	930,869	—47,411
3 Central	27,353,583	710,593	299,525	625,799	628,427	13,663	80,228	23,506	54,536	2,489,393	2,436,277	—53,116
4 Northwestern	10,819,455	251,691	107,722	187,251	217,987	4,377	27,645	4,812	22,475	823,069	823,960	891
5 Southwestern	10,494,246	151,492	71,423	132,424	119,050	5,089	17,076	3,968	7,928	558,074	508,450	—49,624
6 Middle Atlantic	13,723,882	299,197	167,707	260,730	280,811	8,443	43,237	19,502	29,915	1,137,614	1,109,542	—28,072
7 New York-New Jersey	16,647,530	522,850	270,801	373,800	380,338	16,962	52,874	46,352	35,042	1,712,986	1,699,019	—13,967
8 New England	8,170,030	263,573	121,945	177,201	217,848	6,398	31,694	16,861	19,648	839,258	855,168	15,910
9 Miscellaneous	.....	143,611	41,941	76,684	129,428	13,137	13,845	6,648	6,239	446,124	431,533	—14,591
Grand Totals	122,338,192	3,107,573	1,410,876	2,424,534	2,565,549	86,558	354,117	149,812	221,498	10,505,631	10,320,517	—185,114
Page rate		$8,000.00	$3,000.00	$5,500.00	$4,250.00	$300.00	$1,390.00	$1,000.00	$1,080.00	$25,660.00	$24,520.00	—$140.00
Rate per agate line		12.00	7.00	8.50	11.00	1.00	4.30	2.50	1.75	48.65	48.05	—60.00
—Decrease												

ANALYSIS OF CIRCULATION BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF LEADING CLASS PUBLICATIONS

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TERRITORIAL MARKETS		The Business Week	Scientific American	Popular Science	Outdoor Life and Recreation	Physical Culture	Field and Stream	College Humor	Class Magazines 1930	Class Magazines 1931	Gain or loss 1930–1931
Total net paid		77,731	57,829	370,024	126,709	280,553	147,696	193,187	1,248,157	1,253,729	5,572
Total net paid, including bulk		77,823	60,029	370,024	126,819	280,821	148,040	193,187	1,253,932	1,256,743	2,811
Total distribution		82,717	61,246	374,677	128,467	292,613	152,969	200,069	1,284,145	1,292,758	8,613
Detailed distribution for	Population 1930	June 3, 1931	Mch., 1931	Feb., 1931	Feb., 1931	Apr., 1931	Apr., 1931	Feb., 1931			
WESTERN STATES											
1 California	5,672,009	3,765	6,176	22,033	10,428	18,372	10,028	17,164	75,285	87,966	12,681
2 Washington	1,561,967	1,075	1,117	6,125	3,616	5,233	2,803	2,969	22,310	22,938	628
3 Colorado	1,035,043	734	542	3,180	2,818	2,487	1,340	2,277	12,102	13,378	1,276
4 Oregon	952,691	592	637	3,888	2,482	3,725	1,923	1,886	14,582	15,133	551
5 Montana	536,332	259	355	2,777	1,994	1,773	1,151	1,024	9,785	9,333	—452
6 Utah	502,582	254	172	1,394	727	1,257	525	917	4,726	5,246	520
7 Idaho	445,837	149	211	1,776	1,262	1,446	956	721	6,107	6,521	414
8 Arizona	435,833	302	350	1,472	675	1,348	706	1,084	5,362	5,937	575
9 Wyoming	224,597	88	168	1,088	900	804	552	502	3,978	4,102	124
10 Nevada	90,981	56	142	594	283	416	308	325	1,802	2,124	322
Totals	11,457,872	7,274	9,870	44,327	25,185	36,861	20,292	28,869	156,039	172,678	16,639
SOUTHERN STATES											
1 Georgia	2,902,445	736	299	2,200	871	2,190	1,277	2,086	8,624	9,659	1,035
2 North Carolina	3,170,287	592	482	3,064	856	2,381	1,703	1,924	11,115	11,002	—113
3 Kentucky	2,623,668	555	368	3,024	1,194	1,926	1,543	2,540	9,246	11,150	1,904
4 Tennessee	2,608,759	895	397	2,158	1,081	2,073	1,553	2,786	9,186	10,943	1,757
5 Alabama	2,645,297	615	286	1,880	796	1,739	1,116	1,475	6,657	7,907	1,250
6 Virginia	2,419,471	605	461	3,937	984	2,269	1,783	3,049	16,862	13,088	—3,774
7 Mississippi	2,007,979	221	213	1,161	704	1,162	1,025	1,300	4,844	5,786	942
8 Louisiana	2,094,496	701	436	2,013	996	1,860	1,666	2,283	7,456	9,955	2,499
9 South Carolina	1,732,567	146	180	1,544	266	1,040	778	850	4,179	4,804	625
10 Florida	1,466,625	441	743	4,113	1,122	3,933	1,951	2,801	16,776	15,104	—1,672
Totals	23,671,594	5,507	3,865	25,094	8,870	20,573	14,395	21,094	94,945	99,398	4,453
CENTRAL STATES											
1 Illinois	7,607,684	5,357	3,688	27,294	8,769	19,105	8,209	14,220	80,326	86,642	6,316
2 Ohio	6,639,837	5,439	3,152	28,472	9,126	16,229	8,385	12,254	80,940	83,057	2,117
3 Michigan	4,842,280	3,466	1,978	16,795	7,061	9,807	6,217	8,452	51,416	53,776	2,360
4 Indiana	3,225,600	1,737	1,160	9,651	3,608	6,569	3,262	5,434	25,460	31,421	5,961
5 Wisconsin	2,930,282	2,030	1,107	10,285	4,941	6,017	3,106	4,653	34,433	32,139	—2,294
6 Iowa	2,467,900	1,278	847	7,610	3,587	4,344	2,833	3,164	24,185	23,663	—522
Totals	27,353,583	19,307	11,932	100,107	37,092	62,071	32,012	48,177	296,760	310,698	13,938
NORTHWESTERN STATES											
1 Missouri	3,620,961	1,571	1,005	7,348	3,638	6,171	2,996	7,103	25,480	29,832	4,352
2 Minnesota	2,566,445	1,448	1,089	8,869	4,081	4,439	3,465	4,082	24,728	27,473	2,745
3 Kansas	1,879,946	710	671	5,145	2,269	3,526	1,727	2,917	14,956	16,965	2,009
4 Nebraska	1,378,900	628	535	4,508	2,117	3,215	1,549	2,258	12,784	14,810	2,026
5 North Dakota	682,448	329	228	2,137	673	1,190	505	832	5,360	5,894	534
6 South Dakota	690,755	242	283	2,257	851	1,399	595	834	6,063	6,461	398
Totals	10,819,455	4,928	3,811	30,264	13,629	19,940	10,837	18,026	89,371	101,435	12,064
SOUTHWESTERN STATES											
1 Texas	5,821,272	2,930	1,602	9,500	4,942	10,052	5,704	10,012	36,206	44,742	8,536
2 Oklahoma	2,391,777	995	472	3,279	2,186	3,582	2,204	3,437	15,803	16,155	352
3 Arkansas	1,853,981	257	220	1,472	992	1,344	1,056	1,670	7,152	7,011	—141
4 New Mexico	427,216	152	188	1,026	479	831	497	693	3,058	3,866	808
Totals	10,494,246	4,334	2,482	15,277	8,599	15,809	9,461	15,812	62,219	71,774	9,555
MIDDLE ATLANTIC STATES											
1 Pennsylvania	9,640,802	6,354	3,477	31,145	10,124	20,821	10,432	14,806	131,924	97,159	—34,765
2 West Virginia	1,728,510	516	419	4,072	1,254	2,298	1,428	1,860	12,792	11,847	—945
3 Maryland	1,629,321	928	534	4,097	815	2,992	1,389	2,142	10,249	12,897	2,648
4 District of Columbia	486,869	524	395	3,287	454	1,712	794	2,172	32,917	9,338	—23,579
5 Delaware	238,380	268	112	642	153	478	322	272	5,086	2,247	—2,839
Totals	13,723,882	8,590	4,937	43,243	12,800	28,301	14,365	21,252	192,968	133,488	—59,480
NEW YORK-NEW JERSEY											
1 New York	12,619,503	10,094	7,327	54,513	12,024	33,504	19,869	30,107	159,087	167,438	8,351
2 New Jersey	4,028,027	2,795	1,980	14,979	2,983	12,332	6,388	7,452	47,783	48,909	1,126
Totals	16,647,530	12,889	9,307	69,492	15,007	45,836	26,257	37,559	206,870	216,347	9,477
NEW ENGLAND STATES											
1 Massachusetts	4,253,646	3,182	2,400	15,626	3,220	10,429	4,667	8,086	53,362	47,610	—5,752
2 Connecticut	1,604,711	1,245	888	7,874	1,596	4,186	2,851	3,249	24,212	21,889	—2,323
3 Maine	800,056	302	297	3,789	1,132	1,927	1,434	959	8,867	9,840	973
4 Rhode Island	687,232	390	309	2,181	447	2,069	705	1,149	8,887	7,250	—1,637
5 New Hampshire	465,293	151	260	2,740	582	998	735	884	6,951	6,350	—601
6 Vermont	359,092	93	186	1,439	592	673	735	664	4,439	4,382	—57
Totals	8,170,030	5,363	4,340	33,649	7,569	20,282	11,127	14,991	106,718	97,321	—9,397
MISCELLANEOUS											
Newsdealers	.....	.....	376	.....	.....	.....	.....	.....	502	376	—126
Unclassified	.....	.....	.....	5,471	.....	141	.....	.....	8,571	5,612	—2,959
Canada	.....	4,547	1,625	12,208	1,979	10,004	2,907	11,734	31,981	45,004	13,023
Alaska & U. S. Possessions.	.....	62	798	3,733	564	1,998	503	872	9,659	8,530	—1,129
Foreign	.....	1,152	5,971	4,835	762	13,687	1,075	1,916	30,125	29,398	—727
Other Items	.....	28	41	.....	89	70	348	17	1,296	593	—703
Totals	.....	6,165	8,435	26,247	3,394	25,900	4,833	14,539	82,134	89,513	7,379
MARKET GROUPS											
1 Western	11,457,872	7,274	9,870	44,327	25,185	36,861	20,292	28,869	156,039	172,678	16,639
2 Southern	23,671,594	5,507	3,865	25,094	8,870	20,573	14,395	21,094	94,945	99,398	4,453
3 Central	27,353,583	19,307	11,932	100,107	37,092	62,071	32,012	48,177	296,760	310,698	13,938
4 Northwestern	10,819,455	4,928	3,811	30,264	13,629	19,940	10,837	18,026	89,371	101,435	12,064
5 Southwestern	10,494,246	4,334	2,482	15,277	8,599	15,809	9,461	15,812	62,219	71,774	9,555
6 Middle Atlantic	13,723,882	8,590	4,937	43,243	12,800	28,301	14,365	21,252	192,968	133,488	—59,480
7 New York-New Jersey	16,647,530	12,889	9,307	69,492	15,007	45,836	26,257	37,559	206,870	216,347	9,477
8 New England	8,170,030	5,363	4,340	33,649	7,569	20,282	11,127	14,991	106,718	97,321	—9,397
9 Miscellaneous	.....	6,165	8,435	26,247	3,394	25,900	4,833	14,539	82,134	89,513	7,379
Grand Totals	122,338,192	74,357	58,979	387,700	132,145	275,573	143,579	220,319	1,288,024	1,292,652	4,628
Page rate	.....	$700.00	$250.00	$1,000.00	$625.00	$875.00	$750.00	$1,070.00	$4,650.00	$5,270.00	$620.00
Rate per agate line	.....	1.85	.60	2.50	1.58	2.55	1.90	2.50	11.33	13.48	2.15

—Decrease

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS

Compiled by EDITOR & PUBLISHER and Copyright

TERRITORIAL MARKETS		Cosmopolitan	Review of Reviews	American	House & Garden	Child Life	World's Work	Forum	Scribner's	American Boy	Atlantic Monthly	Red Book	American Legion
Total net paid		1,702,149	167,157	2,078,544	125,309	166,204	105,718	95,419	63,941	329,005	116,692	759,307	938,745
Total net paid, including bulk		1,702,726	167,265	2,078,115	126,389	166,491	107,055	96,074	64,444	334,771	116,886	760,027	939,125
Total distribution		1,746,409	184,101	2,103,000	131,411	190,146	113,584	102,229	68,017	352,731	120,660	764,606	941,944
Detailed distribution for	Population 1930	Mar., '31	Apr., '31	Feb., '31	Apr., '31	June, '31	Mar., '31	Mar., '31	Apr., '31	June, '31	Feb.,'31	Mar., '31	June, '31
WESTERN STATES													
1 California	5,672,009	149,620	18,230	148,777	9,010	12,577	9,229	7,942	4,313	22,108	9,851	76,178	57,713
2 Washington	1,561,967	34,392	4,966	47,100	1,556	3,190	1,924	1,508	713	8,493	1,834	22,755	15,610
3 Colorado	1,035,043	16,372	1,492	28,127	712	2,018	1,117	987	523	5,132	1,156	9,064	8,728
4 Oregon	952,691	19,749	3,590	34,654	984	2,246	1,102	896	462	4,997	1,072	11,515	11,519
5 Montana	536,332	9,930	1,364	12,316	242	1,147	777	599	242	2,691	299	5,555	5,836
6 Utah	502,582	10,824	2,051	8,631	191	751	421	428	110	1,334	377	4,495	3,215
7 Idaho	445,837	7,448	1,346	11,517	171	850	454	416	136	1,977	209	5,279	4,918
8 Arizona	435,833	7,572	880	8,461	308	946	530	486	228	1,379	410	5,002	6,220
9 Wyoming	224,597	4,625	619	5,861	128	645	296	245	112	1,030	129	2,773	4,374
10 Nevada	90,981	2,208	246	2,368	104	238	155	132	52	292	45	1,831	1,495
Totals	11,457,872	262,740	34,784	307,812	13,406	24,608	16,005	13,639	6,891	49,433	15,382	144,447	119,628
SOUTHERN STATES													
1 Georgia	2,902,445	16,696	1,475	24,694	1,473	1,250	1,086	1,063	390	2,636	743	8,855	10,162
2 North Carolina	3,170,287	17,771	1,539	21,849	1,266	1,971	1,582	1,154	669	3,494	794	6,617	17,386
3 Kentucky	2,623,668	13,667	1,438	27,402	1,188	1,810	1,025	1,043	724	3,089	819	10,742	12,844
4 Tennessee	2,608,759	14,656	1,245	29,695	1,376	1,496	1,044	878	400	3,068	845	9,418	22,279
5 Alabama	2,645,297	11,314	1,119	20,321	907	1,065	1,035	851	305	2,173	661	6,790	12,441
6 Virginia	2,419,471	21,225	1,755	25,815	1,556	1,973	1,619	1,388	821	3,686	1,438	8,044	10,667
7 Mississippi	2,007,979	8,454	592	11,509	432	832	569	505	208	1,545	314	4,373	10,909
8 Louisiana	2,094,496	13,908	1,174	18,053	1,025	1,004	961	800	318	1,605	565	7,913	11,758
9 South Carolina	1,732,567	7,189	549	11,493	453	846	590	461	213	1,571	427	3,266	8,585
10 Florida	1,466,625	26,785	1,029	26,481	1,384	1,740	1,716	1,469	666	2,783	1,324	13,594	11,807
Totals	23,671,594	151,665	11,915	217,312	11,060	13,987	11,227	9,612	4,714	25,650	7,930	79,612	128,838
CENTRAL STATES													
1 Illinois	7,607,684	115,272	8,686	148,836	8,882	12,174	6,328	7,945	4,190	22,791	8,116	44,185	76,322
2 Ohio	6,639,837	95,361	8,772	157,042	6,911	8,046	6,197	5,104	3,255	22,015	6,204	42,509	46,936
3 Michigan	4,482,280	64,413	4,294	115,403	4,433	7,059	3,794	3,428	2,045	17,722	3,434	34,673	26,134
4 Indiana	3,225,600	38,679	3,199	69,161	2,190	3,954	2,030	1,957	1,569	8,681	1,774	17,289	35,145
5 Wisconsin	2,930,282	27,867	2,088	50,407	2,356	4,316	2,320	1,922	1,494	9,172	2,245	12,484	30,288
6 Iowa	2,467,900	30,832	4,615	65,104	1,352	3,989	1,909	1,657	950	10,788	1,374	11,076	34,986
Totals	27,353,583	372,424	31,654	605,953	26,124	39,538	22,578	22,013	13,503	91,169	23,147	162,216	249,811
NORTHWESTERN STATES													
1 Missouri	3,620,961	44,855	3,000	59,444	2,982	4,184	1,988	2,133	1,221	8,164	2,542	19,243	21,083
2 Minnesota	2,566,445	30,934	2,534	48,744	1,640	3,831	2,236	2,174	1,275	9,681	2,489	11,448	27,813
3 Kansas	1,879,946	20,298	2,481	39,311	863	3,338	1,366	1,195	695	7,212	775	9,500	23,581
4 Nebraska	1,378,900	16,444	2,080	31,618	627	2,097	1,006	878	462	5,913	823	8,643	19,998
5 North Dakota	682,448	6,027	687	9,664	157	776	464	483	180	2,349	172	2,372	9,902
6 South Dakota	690,755	7,489	926	11,807	184	977	498	426	303	2,785	266	2,919	11,590
Totals	10,819,455	126,047	11,708	200,588	6,453	15,203	7,558	7,289	4,136	36,104	7,067	54,125	113,967
SOUTHWESTERN STATES													
1 Texas	5,821,272	63,763	7,610	77,114	3,590	6,313	3,410	2,508	1,528	8,615	1,742	30,013	33,798
2 Oklahoma	2,391,777	26,403	1,975	33,904	1,138	2,345	1,057	960	801	3,768	689	13,157	25,672
3 Arkansas	1,853,981	8,098	673	15,050	422	1,176	554	610	249	1,930	272	4,932	12,054
4 New Mexico	427,216	4,652	512	5,896	140	485	334	304	106	788	173	2,958	4,012
Totals	10,494,246	102,916	10,770	131,964	5,290	10,319	5,355	4,382	2,684	15,101	2,876	51,060	75,536
MIDDLE ATLANTIC STATES													
1 Pennsylvania	9,640,802	130,113	10,923	155,623	9,316	11,203	7,594	7,454	4,419	23,758	9,316	45,105	66,905
2 West Virginia	1,728,510	16,286	1,446	17,645	893	1,779	1,004	885	548	2,892	546	7,728	11,293
3 Maryland	1,629,321	18,463	1,421	20,891	1,803	1,828	1,444	1,170	732	3,163	2,407	8,232	5,834
4 Dist. of Columbia	486,869	18,740	1,608	14,710	1,389	1,101	1,382	1,632	920	2,180	2,176	8,048	3,841
5 Delaware	238,380	3,287	276	3,633	339	370	249	218	159	695	313	1,176	1,212
Totals	13,723,882	186,889	15,674	212,502	13,740	16,281	11,673	11,359	6,778	32,688	14,758	70,289	89,085
NEW YORK-NEW JERSEY													
1 New York	12,619,503	231,144	25,671	208,148	24,432	15,012	16,697	14,415	11,840	30,409	21,553	77,294	73,736
2 New Jersey	4,028,027	52,143	4,615	65,390	6,849	5,794	4,594	3,694	2,777	10,569	4,786	20,693	21,630
Totals	16,647,530	283,287	30,286	273,538	31,281	20,806	21,291	18,109	14,617	40,978	26,339	97,987	95,366
NEW ENGLAND STATES													
1 Massachusetts	4,253,646	74,965	8,154	84,726	5,493	5,761	6,554	5,122	3,848	12,872	11,017	23,204	42,227
2 Connecticut	1,604,711	32,889	3,452	36,484	3,659	2,698	2,502	1,789	1,666	5,454	3,489	9,582	12,464
3 Maine	800,056	11,899	993	19,489	608	1,046	1,726	695	399	2,986	926	4,907	7,191
4 Rhode Island	687,232	9,624	1,056	12,488	836	644	905	451	432	1,691	1,189	2,870	3,783
5 New Hampshire	465,293	6,649	1,286	11,287	358	668	854	442	546	1,806	681	2,966	5,339
6 Vermont	359,092	5,078	437	10,082	258	674	533	344	234	1,843	442	2,137	4,341
Totals	8,170,030	141,104	15,378	174,556	11,212	11,491	13,074	8,843	7,125	26,652	17,744	45,666	75,345
MISCELLANEOUS													
Newsdealers	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Unclassified	.....	.....	3,723	.....	.....	.....	.....	35	.....	.....	.....	.....	4
Canada	.....	67,161	1,735	29,765	3,632	2,362	1,142	1,616	975	2,985	3,754	60,819	377
Alaska & U.S. Pos.	.....	7,082	1,403	4,509	548	1,259	1,163	510	455	1,021	956	3,777	4,609
Foreign	.....	10,877	1,477	7,132	4,513	635	2,128	1,256	1,213	850	3,706	5,640	1,357
Other items	.....	95	239	.....	111	.....	299	659	381	3,312	505	.....	.....
Totals	.....	85,215	8,577	41,406	8,804	4,256	4,732	4,076	3,024	8,168	8,921	70,236	6,347
MARKET GROUPS													
1 Western	11,457,872	262,740	34,784	307,812	13,406	24,608	16,005	13,639	6,891	49,433	15,382	144,447	119,628
2 Southern	23,671,594	151,665	11,915	217,312	11,060	13,987	11,227	9,612	4,714	25,650	7,930	79,612	128,838
3 Central	27,353,583	372,424	31,654	605,953	26,124	39,538	22,578	22,013	13,503	91,169	23,147	162,216	249,811
4 Northwestern	10,819,455	126,047	11,708	200,588	6,453	15,203	7,558	7,289	4,136	36,104	7,067	54,125	113,967
5 Southwestern	10,494,246	102,916	10,770	131,964	5,290	10,319	5,355	4,382	2,684	15,101	2,876	51,060	75,536
6 Middle Atlantic	13,723,882	186,889	15,674	212,502	13,740	16,281	11,673	11,359	6,778	32,688	14,758	70,289	89,085
7 N. Y.-N. J.	16,647,530	283,287	30,286	273,538	31,281	20,806	21,291	18,109	14,617	40,978	26,339	97,987	95,366
8 New England	8,170,030	141,104	15,378	174,556	11,212	11,491	13,074	8,843	7,125	26,652	17,744	45,666	75,345
9 Miscellaneous	.....	85,215	8,577	41,406	8,804	4,256	4,732	4,076	3,024	8,168	8,921	70,236	6,347
Grand Totals	122,338,192	1,712,287	170,746	2,165,631	127,370	156,489	113,493	99,322	63,472	325,943	124,164	775,638	953,925
Page rate		$4,800.00	$600.00	$5,000.00	$1,400.00	$800.00	$500.00	$500.00	$360.00	$2,000.00	$460.00	$2,000.00	$1,800.00
Rate per agate line		12.00	1.60	12.00	2.21	2.25	1.45	1.35	1.80	3.50	2.25	5.00	4.50
—Decrease													

AND ADVERTISING RATES OF THE LEADING MONTHLY MAGAZINES

1932 Editor & Publisher Company

TERRITORIAL MARKETS		Blue Book	True Romances	Current History	Saint Nicholas	Boy's Life	Photoplay	Motion Picture	Munsey's Combination	Nation's Business	General Magazines 1930	General Magazines 1931	Gain or Loss 1930–1931
Total net paid		147,366	487,970	62,264	35,385	198,294	600,319	345,363	501,568	303,181	9,446,560	9,329,900	—116,660
Total net paid, including bulk		147,409	487,982	62,520	35,385	202,229	600,997	346,301	501,568	305,994	9,466,883	9,349,753	—117,130
Total distribution		148,397	490,689	63,709	37,011	206,579	615,679	351,547	505,712	319,732	9,683,928	9,577,893	—106,035
Detailed distribution for	Population 1930	Mar., '31	Feb., '31	Mar., '31	Feb., '31	Apr., '31	June, '31	Apr., '31	Mar., '31	June, '31			
WESTERN STATES													
1 California	5,672,009	12,476	24,403	4,960	3,026	16,451	55,629	70,000	36,623	15,601	732,731	764,717	31,986
2 Washington	1,561,967	3,159	6,125	1,105	602	3,755	10,300	4,621	9,623	4,265	192,043	187,596	—4,447
3 Colorado	1,035,043	1,497	4,650	582	365	1,804	4,840	1,684	4,636	2,674	102,348	98,160	—4,188
4 Oregon	952,691	2,089	3,987	613	387	2,085	5,469	3,011	4,729	2,829	120,331	117,985	—2,346
5 Montana	536,332	1,150	3,107	378	199	1,330	1,908	1,114	2,770	1,413	59,232	54,367	—4,865
6 Utah	502,582	626	1,565	188	102	1,747	2,784	1,249	1,513	1,036	46,248	43,638	—2,610
7 Idaho	445,837	766	2,041	223	120	1,094	1,647	706	2,058	906	44,581	44,282	—299
8 Arizona	435,833	1,010	2,042	245	129	830	1,912	930	2,495	1,029	43,971	43,044	—927
9 Wyoming	224,597	665	1,538	135	81	645	863	569	1,476	633	28,472	27,442	—1,030
10 Nevada	90,981	424	714	50	46	226	729	672	824	262	12,033	13,113	1,080
Totals	11,457,872	23,862	50,172	8,479	5,057	29,967	86,081	84,556	66,747	30,648	1,381,990	1,394,344	12,354
SOUTHERN STATES													
1 Georgia	2,902,445	1,408	5,870	397	163	1,564	6,444	2,659	3,503	3,878	96,368	96,409	41
2 North Carolina	3,170,287	1,274	6,155	709	323	1,653	4,656	2,472	2,208	4,152	101,683	99,694	—1,989
3 Kentucky	2,623,668	1,359	6,541	478	241	1,730	8,038	1,434	3,008	3,629	100,683	102,249	1,566
4 Tennessee	2,608,759	1,376	6,102	568	239	1,794	7,487	1,832	3,777	3,994	111,025	113,569	2,544
5 Alabama	2,645,297	1,056	4,151	419	175	1,373	4,854	1,894	3,137	2,655	78,650	78,696	46
6 Virginia	2,419,471	2,225	8,685	748	376	1,943	6,647	2,566	3,820	4,789	110,872	111,786	914
7 Mississippi	2,007,979	743	2,137	293	74	1,224	2,664	805	1,518	1,812	54,477	51,512	—2,965
8 Louisiana	2,094,496	1,567	4,750	382	146	1,541	7,261	2,015	3,972	3,633	83,455	84,351	891
9 South Carolina	1,732,567	684	2,556	197	198	695	1,867	1,334	1,601	1,541	45,836	46,316	480
10 Florida	1,466,625	3,254	6,997	565	266	1,600	6,664	4,293	9,756	2,502	128,663	126,675	—1,988
Totals	23,671,594	14,946	53,944	4,756	2,201	15,117	56,582	21,304	36,300	32,585	911,712	911,257	—455
CENTRAL STATES													
1 Illinois	7,607,684	9,429	40,968	2,751	2,005	14,525	50,297	17,662	43,916	17,473	680,383	662,753	—17,630
2 Ohio	6,639,837	7,303	30,552	2,992	1,753	13,432	35,612	13,402	29,438	17,394	574,601	560,220	—14,371
3 Michigan	4,482,280	5,485	24,453	1,963	1,179	6,794	22,367	7,062	22,412	9,957	427,655	388,504	—39,151
4 Indiana	3,225,600	3,105	14,780	1,066	756	4,802	17,566	5,565	16,385	6,432	259,999	256,085	—3,914
5 Wisconsin	2,930,282	2,293	14,372	1,157	1,036	4,027	14,034	4,954	7,177	8,849	213,636	204,858	—8,778
6 Iowa	2,467,900	2,142	10,470	788	676	3,669	9,586	4,977	9,117	6,726	217,076	216,783	—293
Totals	27,353,583	29,757	135,595	10,717	7,405	47,249	149,462	53,622	128,445	66,831	2,373,350	2,289,213	—84,137
NORTHWESTERN STATES													
1 Missouri	3,620,961	3,846	14,673	851	582	5,455	15,170	4,647	13,551	8,660	239,805	238,274	—1,531
2 Minnesota	2,566,445	2,290	10,955	1,228	739	6,479	10,914	3,405	8,557	6,839	197,597	196,205	—1,392
3 Kansas	1,879,946	1,590	6,819	1,101	376	3,023	5,719	1,775	5,393	6,375	147,826	142,786	—5,040
4 Nebraska	1,378,900	1,669	7,280	476	284	2,047	5,780	1,796	4,738	2,969	118,199	117,628	—571
5 North Dakota	682,448	634	3,034	212	84	1,077	1,269	564	2,519	1,199	45,968	43,825	—2,143
6 South Dakota	690,755	780	3,204	275	139	1,006	1,369	663	2,274	1,255	53,125	51,135	—1,990
Totals	10,819,455	10,809	45,965	4,143	2,204	19,087	40,221	12,850	37,032	27,297	802,520	789,853	—12,667
SOUTHWESTERN STATES													
1 Texas	5,821,272	6,171	20,560	1,864	435	6,004	20,698	8,144	14,605	12,406	343,601	330,891	—12,710
2 Oklahoma	2,391,777	2,269	8,408	602	244	2,964	7,779	2,267	6,628	4,264	160,108	147,294	—12,814
3 Arkansas	1,853,981	909	3,469	248	102	980	3,000	948	2,679	2,335	68,642	60,690	—7,952
4 New Mexico	427,216	594	1,527	162	77	564	1,078	681	1,296	601	26,164	26,940	—776
Totals	10,494,246	9,943	33,964	2,876	858	10,512	32,555	12,040	25,208	19,606	598,515	565,815	—32,700
MIDDLE ATLANTIC STATES													
1 Pennsylvania	9,640,802	10,445	52,263	3,873	2,685	16,016	40,688	19,274	30,720	25,899	705,226	683,592	—21,634
2 West Virginia	1,728,510	1,500	9,810	545	220	2,241	3,244	1,871	3,925	2,599	91,461	88,900	—2,561
3 Maryland	1,629,321	1,704	8,296	650	446	2,638	8,181	2,750	1,712	4,164	97,100	97,929	829
4 Dist. of Columbia	486,869	1,794	4,188	1,053	287	1,212	5,845	2,844	5,799	1,807	74,772	82,556	7,784
5 Delaware	238,380	307	1,443	108	87	588	1,197	496	640	954	17,756	17,747	—9
Totals	13,723,882	15,750	76,000	6,229	3,725	22,695	59,155	27,235	42,796	35,423	986,315	970,724	—15,591
NEW YORK-NEW JERSEY													
1 New York	12,619,503	17,963	64,581	10,241	5,821	30,079	79,299	63,226	96,147	39,689	1,154,564	1,157,397	2,833
2 New Jersey	4,028,027	3,628	18,311	2,109	1,713	9,038	22,076	13,758	14,919	10,863	300,255	299,949	—306
Totals	16,647,530	21,591	82,892	12,350	7,534	39,117	101,375	76,984	111,066	50,552	1,454,819	1,457,346	2,527
NEW ENGLAND STATES													
1 Massachusetts	4,253,646	3,901	15,352	2,309	2,318	7,064	14,575	12,194	22,903	1,826	383,760	376,385	—7,375
2 Connecticut	1,604,711	1,891	7,062	1,000	1,062	3,926	11,002	5,213	7,908	5,921	165,412	161,113	—4,299
3 Maine	800,056	958	5,506	312	331	1,224	2,798	1,996	4,583	3,650	74,115	74,223	108
4 Rhode Island	687,232	603	3,409	305	310	847	4,643	1,518	2,832	2,248	52,024	52,684	660
5 New Hampshire	465,293	494	2,398	288	267	645	1,819	1,783	1,821	1,387	42,838	43,784	946
6 Vermont	359,092	390	1,755	196	218	566	1,191	818	1,624	15,831	36,461	48,992	12,531
Totals	8,170,030	8,237	35,482	4,410	4,506	14,272	46,028	23,522	41,671	30,863	754,610	757,181	2,571
MISCELLANEOUS													
Newsdealers	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	190	.....	—190
Unclassified	.....	.....	7	.....	.....	.....	.....	.....	.....	2,143	9,505	5,912	—3,593
Canada	.....	12,802	16,751	1,919	589	867	32,085	12,451	20,045	1,978	274,669	275,810	1,141
Alaska & U.S. Pos.	.....	1,820	2,554	1,152	359	802	1,110	2,232	1,484	1,203	37,592	40,008	2,416
Foreign	.....	3,008	575	3,315	681	644	14,096	17,527	2,332	3,984	87,380	86,946	—434
Other items	.....	.....	40	327	11	774	834	6	.....	215	9,137	7,808	—1,329
Totals	.....	17,630	19,927	6,713	1,640	3,087	48,125	32,216	23,861	9,523	418,473	416,484	—1,989
MARKET GROUPS													
1 Western	11,457,872	23,862	50,172	8,479	5,057	29,967	86,081	84,556	66,747	30,648	1,381,990	1,394,344	12,354
2 Southern	23,671,594	14,946	53,944	4,756	2,201	15,117	56,582	21,304	36,300	32,585	911,712	911,257	—455
3 Central	27,353,583	29,757	135,595	10,717	7,405	47,249	149,462	53,622	128,445	66,831	2,373,350	2,289,213	—84,137
4 Northwestern	10,819,455	10,809	45,965	4,143	2,204	19,087	40,221	12,850	37,032	27,297	802,520	789,853	—12,667
5 Southwestern	10,494,246	9,943	33,964	2,876	858	10,512	32,555	12,040	25,208	19,606	598,515	565,815	—32,700
6 Middle Atlantic	13,723,882	15,750	76,000	6,229	3,725	22,695	59,155	27,235	42,796	35,423	986,315	970,724	—15,591
7 N. Y.-N. J.	16,647,530	21,591	82,892	12,350	7,534	39,117	101,375	76,984	111,066	50,552	1,454,819	1,457,346	2,527
8 New England	8,170,030	8,237	35,482	4,410	4,506	14,272	46,028	23,522	41,671	30,863	754,610	757,181	2,571
9 Miscellaneous	.....	17,630	19,927	6,713	1,640	3,087	48,125	32,216	23,861	9,523	418,473	416,484	—1,989
Grand Totals	122,338,192	152,525	533,941	60,673	35,130	201,103	619,584	344,329	513,126	303,328	9,682,304	9,552,217	—130,087
Page rate		$250.00	$1,200.00	$250.00	$237.00	$1,190.00	$1,700.00	$1,000.00	$800.00	$1,200.00	$28,040.00	$28,047.00	$7.00
Rate per agate line		.65	3.00	1.25	.60	1.75	4.25	2.40	3.75	3.25	70.61	70.81	.20
—Decrease													

PAY OF MECHANICAL FORCES AS OF JAN. 1, 1932, IN PRINCIPAL CITIES OF THE U. S.

TYPOGRAPHICAL WAGES

Day and Night

In thirty-six principal cities — Arranged according to population

	DAY WORK			NIGHT WORK			
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week	
New York	45	1.444	65.00	45	1.51	68.00	3rd, $71.— 42 hours
Chicago	45	1.40	63.00	45	1.51	68.00	3rd, $68.— 39 hours
Philadelphia	48	1.062	51.00	48	1.125	54.00	
Detroit	45	1.31	58.95	45	1.39	62.55	
Los Angeles	45	1.177	53.00	45	1.244	56.00	
Cleveland	45	1.19	53.55	45	1.31	58.95	3rd, $60.48 — 42 hours
St. Louis	46	1.206	55.50	45	1.344	60.50	
Baltimore	44	1.147	50.50	44	1.216	53.50	
Boston	44	1.25	55.00	44	1.29	56.76	
Pittsburgh	45	1.289	50.00	45	1.355	61.00	3rd, $61.— 39 hours
San Francisco	45	1.20	54.00	45	1.266	57.00	3rd, $61.50 — 45 hours
Milwaukee	45	1.177	53.00	45	1.29	58.00	
Buffalo	48	1.083	52.00	48	1.146	55.00	
Washington	42	1.285	54.00	42	1.428	60.00	
Minneapolis	46½	1.075	50.00	46½	1.14	53.00	
Cincinnati	45	1.227	55.25	45	1.311	59.00	
Newark, N. J.	46	1.343	62.00	46	1.413	65.00	3rd, $58.— 42 hours
Kansas City	48	1.083	52.00	48	1.146	55.00	
Seattle	42	1.232	51.75	42	1.303	54.75	
Indianapolis	46	1.108	51.00	46	1.206	55.50	
Louisville	48	.937	45.00	48	1.00	48.00	
Portland, Ore.	46	1.107	51.00	46	1.174	54.00	
Houston, Texas	45	1.222	55.00	45	1.29	58.00	3rd, $59.— 45 hours
Toledo, Ohio	48	1.094	52.50	48	1.177	56.50	
Columbus, Ohio	48	1.146	55.00	48	1.229	59.00	
Denver	44	1.153	50.75	44	1.233	54.25	
St. Paul	48	1.012	48.60	48	1.08	51.84	
Atlanta	48	1.03	49.50	48	1.093	52.50	
Dallas, Texas	48	1.062	51.00	48	1.105	53.00	
Birmingham	48	1.025	49.20	48	1.085	52.08	
Memphis, Tenn.	45	1.00	45.00	45	1.066	48.00	
Providence	48	1.187	57.00	45	1.333	60.00	
Omaha	48	1.00	48.00	48	1.062	51.00	
Oklahoma City	48	1.00	48.00	48	1.062	51.00	
Richmond, Va.	48	.875	42.00	48	.937	45.00	
Salt Lake City	45	1.066	48.00	45	1.133	51.00	
Average	46.04	1.144	52.53	45.56	1.222	55.99	

PRESSMEN'S WAGES

Day and Night

In thirty-six principal cities — PRESSMEN-IN-CHARGE — Arranged according to population

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York	45	1.522	68.50	41	1.744	71.50
Chicago	45	1.266	57.00	42	1.405	59.00
Philadelphia	48	1.00	48.00	44	1.09	48.00
Detroit	48	1.25	60.00	44	1.363	60.00
Los Angeles	45	1.133	51.00	42	1.214	51.00
Cleveland	48	1.198	57.50	42	1.37	57.50
St. Louis	48	1.104	53.00	42	1.262	53.00
Baltimore	48	1.125	54.00	42	1.288	54.00
Boston	42	1.207	50.70	36	1.41	50.70
Pittsburgh	45	1.155	52.00	45	1.155	52.00
San Francisco	45	1.166	52.50	45	1.166	52.50
Milwaukee	45	1.148	51.69	45	1.215	54.69
Buffalo	48	1.093	52.50	48	1.125	54.00
Washington	48	1.166	56.00	48	1.23	59.00
Minneapolis	42	1.142	48.00	42	1.142	48.00
New Orleans	48	.875	42.00	48	.875	42.00
Cincinnati, O.	48	1.104	53.00	48	1.125	54.00
Newark, N. J.	45	1.433	64.50	41	1.622	66.50
Kansas City	48	1.02	49.00	48	1.062	51.00
Seattle	45	1.216	54.75	42	1.303	54.75
Indianapolis	46	1.141	52.50	46	1.206	55.50
Louisville	48	1.00	48.00	43	1.116	48.00
Portland, Ore.	48	1.031	49.50	45	1.133	51.00
Houston, Texas	48	1.135	54.48	42	1.297	54.48
Toledo, O.	48	1.125	54.00	48	1.187	57.00
Columbus, O.	48	1.156	55.50	48	1.198	57.50
Denver	48	1.03	49.50	42*	1.18	49.50
St. Paul	48	1.00	48.00	43	1.166	48.00
Atlanta	48	1.036	49.75	48	1.036	49.75
Dallas, Texas	Fixed by Pub.					
Birmingham	48	1.03	49.50	42	1.178	49.50
Memphis	48	1.094	52.50	48	1.094	52.50
Providence	45	1.222	55.02	39	1.411	55.02
Omaha	48	1.062	51.00	48	1.125	54.00
Oklahoma City	48	1.094	52.50	48	1.125	54.00
Salt Lake City	48	1.00	48.00	48	1.062	51.00
Average	46.50	1.128	52.75	44.22	1.218	53.73

* Denver, 8 hours Saturday, $1.00 extra.

STEREOTYPERS' WAGES

Day and Night

In thirty-six principal cities — Arranged according to population

	DAY WORK			NIGHT WORK			
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week	
New York	45	1.233	55.50	36	1.54	55.50	Sat., 8 hours — $11.50
Chicago	48	1.08	51.84	45	1.20	54.00	
Philadelphia	48	.875	42.00	48	.913	44.00	
Detroit	48	1.175	56.40	42	1.33	55.80	
Los Angeles	45	1.066	48.00	45	1.084	49.00	
Cleveland, O.	48	1.063	51.00	45	1.177	53.00	
St. Louis	48	1.073	51.50	42	1.226	51.50	
Baltimore	48	1.00	48.00	43	1.116	48.00	Sat., 8 hours
Boston	42	1.19	50.10	36	1.39	50.10	
Pittsburgh	45	1.144	51.50	45	1.211	54.50	
San Francisco	45	1.09	49.00	45	1.09	49.00	
Milwaukee	48	1.025	49.12	48	1.08	52.16	
Buffalo	48	1.00	48.00	48	1.063	51.00	
Washington	48	1.04	50.00	43	1.23	53.00	
Minneapolis	42	1.08	45.36	42	1.08	45.36	
New Orleans	48	.844	40.50	45	.966	43.50	
Cincinnati	48	1.052	50.50	45	1.122	50.50	
Newark, N. J.	46	1.14	52.50	34	1.544	52.50	Sat., 7 hours — $11.60
Kansas City	48	1.04	50.00	48	1.083	52.00	
Seattle	42	1.23	51.75	42	1.303	54.75	
Indianapolis	46	1.054	48.50	46	1.152	53.00	
Louisville	48	.885	42.50	48	.948	45.50	
Portland, Ore.	48	.937	45.00	45	1.00	45.00	
Houston, Texas	48	1.015	48.75	48	1.047	50.25	
Toledo, Ohio	48	1.031	49.50	48	1.073	51.50	
Columbus, Ohio	48	1.062	51.00	48	1.104	53.00	
Denver	48	.958	46.00	48	1.01	48.50	
St. Paul	48	.875	42.00	48	.895	43.00	
Atlanta	48	.974	46.75	48	1.007	48.37	
Dallas, Texas	48	1.00	48.00	48	1.031	49.50	
Birmingham	48	.948	45.50	48	1.01	48.50	
Memphis	45	1.066	48.00	42	1.143	48.00	
Providence	42	1.285	54.00	42	1.285	54.00	
Omaha	48	1.00	48.00	48	1.063	51.00	
Oklahoma City	48	.937	45.00	48	1.00	48.00	
Salt Lake City	48	.875	42.00	48	.937	45.00	
Average	46.48	1.034	48.46	44.57	1.125	50.09	

JOURNEYMEN PRESSMEN

Day and Night

In thirty-six principal cities — Arranged according to population

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York	45	1.322	59.50	41	1.524	62.50
Chicago	45	1.10	49.50	42	1.226	51.50
Philadelphia	48	.875	42.00	44	.954	42.00
Detroit	48	1.125	54.00	44	1.227	54.00
Los Angeles	45	1.066	48.00	42	1.14	48.00
Cleveland	48	1.073	51.50	42	1.226	51.50
St. Louis	48	1.00	48.00	42	1.14	48.00
Baltimore	48	1.00	48.00	42	1.143	48.00
Boston	42	1.064	44.70	36	1.24	44.70
Pittsburgh	45	1.09	49.00	45	1.09	49.00
San Francisco	45	1.10	49.50	45	1.10	49.50
Milwaukee	45	1.06	47.69	45	1.126	50.69
Buffalo	48	.97	46.50	48	1.00	48.00
Washington	48	1.042	50.00	48	1.104	53.00
Minneapolis	42	1.08	45.36	42	1.08	45.36
New Orleans	48	.812	39.00	48	.812	39.00
Cincinnati, O.	48	1.031	49.50	48	1.052	50.50
Newark, N. J.	45	1.233	55.50	41	1.402	57.50
Kansas City	48	.958	46.00	48	1.00	48.00
Seattle	45	1.15	51.75	42	1.232	51.75
Indianapolis	46	1.065	49.00	46	1.13	52.00
Louisville	48	.937	45.00	43	1.046	45.00
Portland, Ore.	48	.937	45.00	45	1.033	46.50
Houston, Tex.	48	1.01	48.48	42	1.154	48.48
Toledo, O.	48	1.00	48.00	48	1.062	51.00
Columbus, O.	48	1.062	51.00	48	1.104	53.00
Denver	48	.937	45.00	42*	1.07	45.00
St. Paul	48	.875	42.00	43	.98	42.00
Atlanta	48	.974	46.75	48	.974	46.75
Dallas, Texas	48	.964	46.25	48	.995	47.75
Birmingham	48	.937	45.00	42	1.071	45.00
Memphis	48	1.00	48.00	48	1.00	48.00
Providence	45	1.156	52.02	39	1.333	52.02
Omaha	48	1.00	48.00	48	1.062	51.00
Oklahoma City	48	.958	46.00	48	1.00	48.00
Salt Lake City	48	.875	42.00	48	.937	45.00
Average	46.51	1.023	47.87	44.28	1.105	48.88

* Denver, 8 hours Saturday, $1.00 extra.

PHOTO ENGRAVERS' WAGES

Day and Night

In twenty-five principal cities — Arranged according to population

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York	44	1.614	71.00	40	1.975	79.00
Chicago	44	1.307	57.50	42	1.50	63.00
Philadelphia	44	1.363	60.00	44	1.432	63.00
Cleveland	41	1.268	52.00	41	1.39	57.00
St. Louis	44	1.27	56.00	42	1.45	61.00
Baltimore	44	1.318	58.00	40	1.575	63.00
Boston	44	1.363	60.00	44	1.432	63.00
Pittsburgh	44	1.363	60.00	44	1.432	63.00
San Francisco	45	1.20	54.00	45	1.266	57.00
Milwaukee	44	1.307	57.50	40	1.562	62.50
Washington	44	1.477	65.00	40	1.75	70.00
Cincinnati	44	1.364	60.00	44	1.432	63.00
Newark, N. J.	42	1.50	63.00	38	1.87	71.00
Kansas City	44	1.318	58.00	44	1.363	60.00
Seattle	42	1.215	51.00	42	1.32	55.50
Indianapolis	44	1.25	55.00	44	1.365	60.00
Portland, Ore.	44	1.25	55.00	44	1.318	58.00
Columbus, O.	44	1.50	66.00	44	1.57	69.00
Providence	43½	1.40	61.00	43½	1.496	65.00
Rochester, N. Y.	44	1.363	60.00	40	1.625	65.00
Omaha	44	1.25	55.00	40	1.50	60.00
San Antonio, Tex.	44	1.25	55.00	44	1.363	60.00
Salt Lake City	44	1.091	48.00	42	1.262	53.00
Albany, N. Y.	44	1.364	60.00	42	1.55	65.00
Dayton, Ohio	44	1.432	63.00	44	1.545	68.00
Average	43.44	1.34	58.50	42.18	1.494	62.96

MAILERS' WAGES

Day and Night

In twenty-six principal cities — Arranged according to population

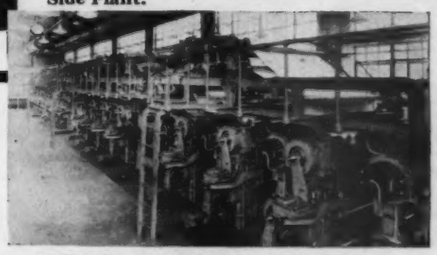
	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York, Stampers	48	1.042	50.00	44	1.182	52.00
New York, Mailers	48	.979	47.00	44	1.114	49.00
Chicago	48	.875	42.00	48	.937	45.00
Philadelphia	48	.812	39.00	42	.923	39.00
Cleveland	48	.854	41.00	42	.98	41.00
Los Angeles	45	.888	40.00	45	.922	41.50
St. Louis	48	.903	43.38	42	1.033	43.38
Boston	42	.90	37.80	39½	1.00	39.15
Pittsburgh	45	.822	37.00	45	.844	38.00
San Francisco	45	.944	42.50	45	.944	42.50
Milwaukee	48	.846	40.64	48	.91	43.64
Minneapolis	42	.893	37.50	42	.893	37.50
Cincinnati	48	.844	40.50	48	.875	42.00
Newark, N. J.	46	.956	44.00	42	1.095	46.00
Kansas City	48	.854	41.00	48	.875	42.00
Seattle	45	.93	42.00	42	1.00	42.00
Indianapolis	46	.848	39.00	45	.913	42.00
Portland, Ore.	48	.844	40.50	45	.90	40.50
Toledo, Ohio	48	.853	41.00	48	.833	41.00
Memphis, Tenn.	48	.895	43.00	45	.933	42.00
Oklahoma City	48	.823	39.50	48	.864	41.50
Salt Lake City	48	.78	37.50	48	.812	39.00
Des Moines	48	.787	37.75	48	.849	40.75
Albany, N. Y.	45	.889	40.00	45	.966	43.50
Tacoma, Wash.	42	.836	35.10	42	.836	35.10
Topeka, Kans.	48	.833	40.00	48	.895	43.00
Terre Haute, Ind.	48	.906	43.50	48	.937	45.00
Average	46.55	.909	42.40	45.17	.971	43.68

Better printing puts Goodrich Rollers into Every Plant of

THE CHICAGO DAILY NEWS

Main plant The Chicago Daily News. Photo by Kaufman & Fabry.

11 Hoe Super-production Units in North Side Plant.



15 Hoe Super-production Units in South Side Plant.

Main Plant with 45 Hoe Super-production Units.

NORTH Side — South Side — Main — every plant of the great Chicago Daily News will be equipped with Goodrich Rubber Rollers.

Finer printing with new economies in materials and time was the deciding factor. Now Goodrich Rollers go on the News' 71 Hoe Super-production Press Units.

Good printing has turned newspapers everywhere to Goodrich Rollers. On large presses and on small they make type printing sharper, keep half tones cleaner — brighten up the whole appearance of the newspaper.

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Write today and let us tell you how Goodrich Rubber Rollers can bring you trouble-saving efficiency and better printing quality to your own plant.

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THE PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

Name	Paper Represented	Office
Abell, George S	Washington News	1322 New York Ave.
Adams, Phelps H	New York Sun	Munsey Building.
Aiken, Newton	Baltimore Sun	National Press Building.
Albright, Robert	Washington Post	Post Building.
Alford, Theodore C	Kansas City Star, Kansas City Times	Albee Building.
Anderson, Paul Y	St. Louis Post-Dispatch	Kellogg Building.
Armstrong, R. B	Los Angeles Times	National Press Building.
Armstrong, Robert B., Jr.	Los Angeles Times, San Francisco Chronicle	National Press Building.
Atchison, John C	Daily News Record (New York), Women's Wear	Union Trust Building.
Authier, George F	Minneapolis Tribune, Davenport Democrat	Albee Building.
Baird, Joseph H	United Press Associations	1322 New York Ave.
Bargeron, Carlisle	Washington Herald	1317 H St.
Barkley, Frederick R	Baltimore Evening Sun	National Press Building.
Barnes, George A	Chicago Tribune	Albee Building.
Barthelme, George	Cologne Gazette	1724 Seventeenth St.
Baughn, Hubert	Mobile Register, Mobile News-Item, Sheffield Tri-Cities Daily, Alabama Journal, (Montgomery), Florence Times-News	National Press Building.
Beale, W. L., Jr	Associated Press	Star Building.
Bean, Rodney	New York Times	Albee Building.
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Benedict, Laurence M	Los Angeles Times	National Press Building.
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Black, Ruby A	Portland (Me.) Evening News, Jamestown (N. Y.) Evening Journal, Lincoln (Nebr.) Star, Madison (Wis.) State Journal, Davenport Times, Racine Times-Call, Green Bay Press-Gazette, Mason City Globe-Gazette	Kellogg Building.
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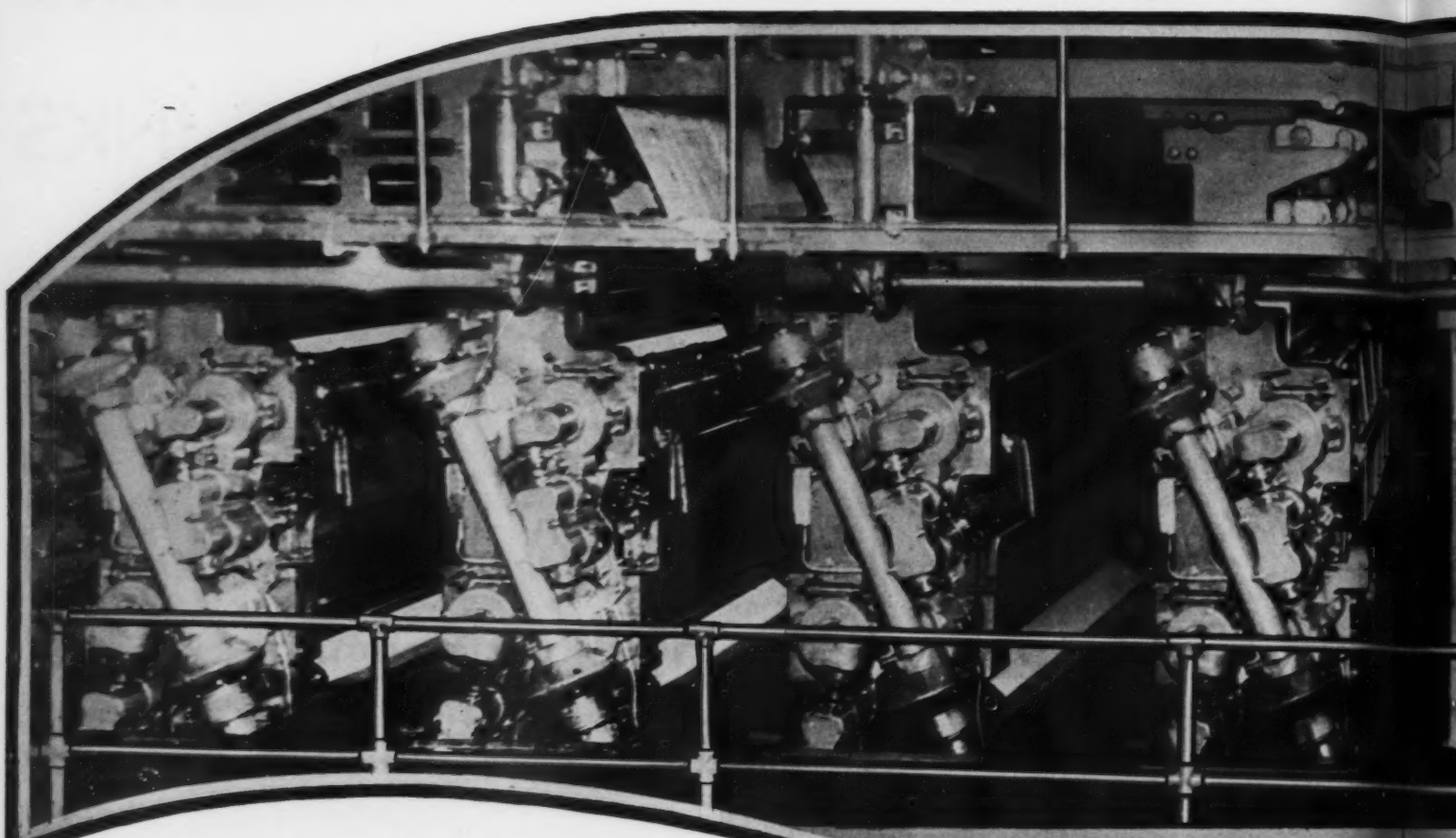

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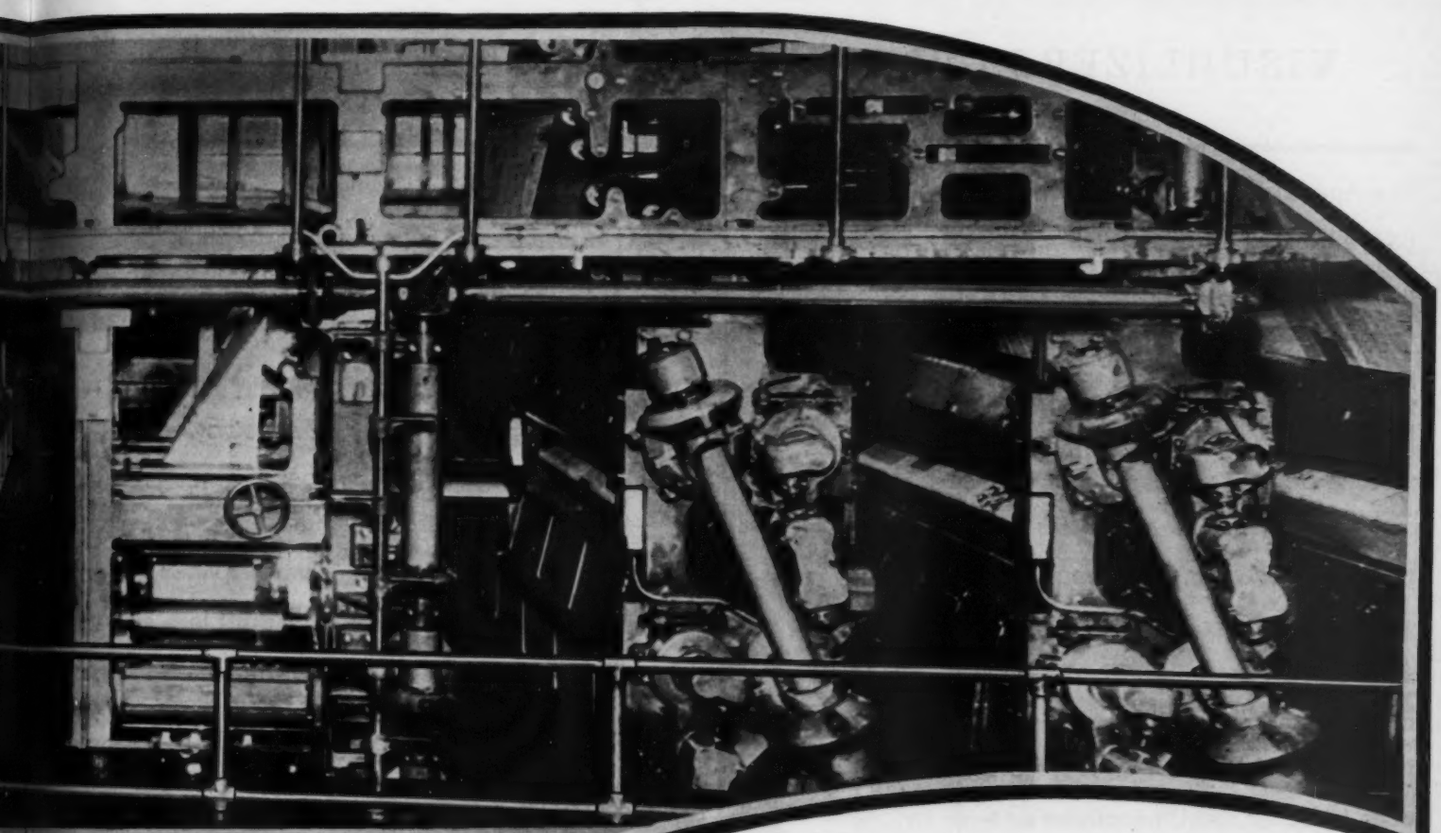

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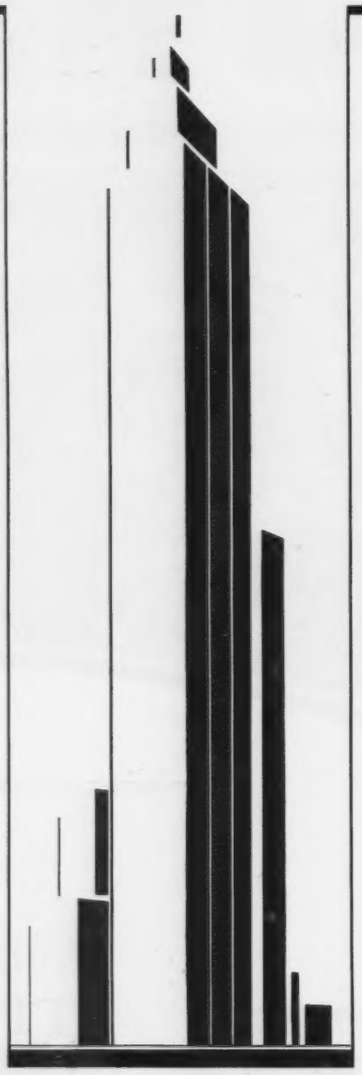

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THIS ENGINEERING SERVICE SHOULD BE TAKEN ADVANTAGE OF BY PUBLISHERS AND PRINTERS ABOUT TO ERECT A NEW BUILDING, ALTER AN OLD BUILDING, AND BY THOSE CONSIDERING MOVING INTO NEW QUARTERS OR REARRANGING THEIR PLANTS

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STYMIE TYPES RALEIGH CURSIVE

A.B.C. NEWSPAPER CIRCULATION ANALYSIS

Tabulation of Publishers' Statements Returned for Period Ending Sept. 30, 1931, by 289 Morning, 724 Evening, and 339 Sunday Papers of U. S. and Canada Shows Small Losses

RELATIVELY small circulation losses have been incurred by newspaper members of the Audit Bureau of Circulations, according to analysis of publishers' statements for the six months ending Sept. 30, 1931.

The number of daily publications has decreased 9 to 1,045, while the number of Sunday issues declined from 356 to 339.

English-language dailies published in the United States now number 907 in the Bureau's membership, a decrease of 30 newspapers. Morning papers total 255, down 11, and evening papers total 652, a decrease of 19. Sunday issues declined from 336 to 321.

Canadian dailies membership remained at a total of 85 dailies and 4 Sunday papers.

Foreign language dailies now total 12 morning papers, against 12 last year, 9 evening newspapers, and 14 Sunday issues, against 15 a year ago.

Total morning paper circulation in all groups was 14,404,479 net paid per day, against 14,657,270 net paid a year ago. The loss is 257,791 copies, or 1.7 per cent. Total circulation of the 255 morning newspapers published in the United States in English was 13,528,359 copies, against 13,722,855 last year. The gain is 194,496 copies or 1.4 per cent. Total morning paper circulation in the Canadian group is 494,373 copies, a loss of 25,101 copies, or 4.6 per cent. Total morning paper circulation in the foreign language U. S. group is 381,747 copies, a loss of 33,194 copies or 7.9 per cent.

total city circulation of all A.B.C. morning papers was 7,959,477 copies, against 8,037,275 copies last year. The loss is 77,798 copies or 96/100ths of 1 per cent. Total city circulation of all A.B.C. morning papers published in the United States in English was 7,511,011 copies, against 7,563,438 copies last year, a loss of 52,427 copies, or 69/100ths of 1 per cent. Total city circulation of Canadian morning papers was 208,592 copies against 214,654 copies last year, a loss of 6,062 or 2.8 per cent. Total city circulation of U. S. foreign language morning papers was 239,874 copies, against 258,-772 copies last year. The loss is 18,898 copies or 7.3 per cent.

Total suburban circulation of all A. B. C. morning papers was 3,198,954 copies against 3,219,050 copies last year. The loss is 20,096 copies or 62/100 of 1 per cent. Total suburban circulation of U. S. English language morning newspapers is 3,071,205 copies, against 3,079,-334 copies last year. The loss is 8,129 copies of 26/100th of 1 per cent. Total suburban circulation of Canadian morning papers is 90,655 copies, against 96,887 copies last year, a loss of 6,232 copies or 6.4 per cent. Total suburban circulation of U. S. foreign language morning papers was 37,094 copies against 42,829 copies last year, a loss of 5,735 copies, or 13.4 per cent.

Total of "all other" net paid circulation of all A.B.C. morning papers was 3,098,220 copies, against 3,263,512 copies last year, a loss of 165,292 copies, or 5.06 per cent. "All other" net paid circulation of U. S. English-language morning papers was 2,814,505 copies, against 2,947,864 copies last year, a loss of 133,359 copies or 4.5 per cent. "All other" circulation of Canadian morning papers was 190,833 copies, against 202,-308 copies last year, a loss of 11,465 copies or 5.6 per cent. "All other" circulation of U. S. foreign-language morning papers was 92,882 copies, against 113,340 copies last year, a loss of 20,458 copies, or 18.1 per cent.

Total net paid circulation of all evening paper A.B.C. members was 22,535,-119 copies, against 23,057,903 copies last year, a loss of 822,784 copies, or 3.5 per cent. Total net paid circulation of all U. S. English-language evening papers was 20,619,886 copies, against 21,182,051 copies last year, a loss of 562,165 copies, or 2.6 per cent. Total net paid circulation of Canadian evening papers was 1,562,614 copies, against 1,509,977 copies last year, a gain of 52,634 copies or 3.4 per cent. Total net paid circulation of U. S. foreign language evening papers was 352,619 copies, against 365,875 copies last year, a loss of 13,256 copies, or 3.6 per cent.

Total city circulation of all A.B.C. evening papers was 15,182,072 copies, against 15,442,041 copies last year, a loss of 464,043 copies, or 3.1 per cent. Total city circulation of U. S. English language evening A.B.C. papers was 13,930,082 copies, against 14,225,977 copies last year, a loss of 295,895 copies, or 2.08 per cent. Total city circulations of Canadian evening papers was 1,014,-005 copies, against 969,093 copies last year, a gain of 44,912 copies, or 4.6 per cent. Total city circulations of U. S. foreign language evening papers was 237,985 copies, against 246,971 copies last year, a loss of 8,986 copies, or 3.6 per cent.

Suburban circulation of all A.B.C. evening papers totalled 4,670,814 copies, against 4,679,124 copies last year, a loss of 8,310 copies or 18/100ths of 1 per cent. Suburban circulation of U. S. English language A.B.C. papers was 4,406,174 copies, against 4,426,323 copies last year, a loss of 20,149 copies, or 45/100ths of 1 per cent. Suburban circulation of Canadian evening papers increased from 222,971 copies to 235,568 copies, a gain of 12,597 copies, or 5.6 per cent. Suburban circulation of U. S. foreign language A.B.C. evening papers decreased from 29,830 copies to 29,072 copies, a loss of 758 copies, or 2.5 per cent.

"All other" circulation of all A.B.C. evening newspapers totalled 2,522,692 copies, against 2,766,311 copies, a loss of 243,619 copies, or 8.9 per cent. "All other" circulation of U. S. English language evening newspapers totalled 2,125,798 copies, against 2,365,554 copies, a loss of 239,756 copies, or 10.1 per cent. "All other" circulation of all A.B.C. Canadian evening papers totalled 311,-365 copies against 311,685 copies, a loss of 320 copies, of 1/10th of 1 per cent. "All other" circulation of U. S. foreign language evening papers totalled 85,529 copies, against 89,072 copies last year, a loss of 3,543 copies, or 3.9 per cent.

Total circulation of all A.B.C. Sunday papers was 24,902,284 copies, against 25,837.803 copies, a loss of 934,-979 copies, or 3.6 per cent. Total circulation of U. S. English-language A.B.C. Sunday papers was 23,779,362 copies, against 24,714,727 copies, a loss of 935,-365 copies, or 3.8 per cent. Total Sunday circulation of Canadian papers was 402,128 copies against 378,017 copies, a gain of 23,111 copies, or 6.1 per cent. Sunday total circulation of U. S. foreign language A.B.C. papers was 720,794 copies, against 745,059 copies last year, a loss of 24,265 copies, or 3.2 per cent.

City circulation of all A.B.C. Sunday papers was 12,218,000 copies, against 12,671,170 copies last year, a loss of 453,161 copies, or 3.5 per cent. City circulation of U. S. English language A.B.C. Sunday papers was 11,562,407 copies, against 11,981,401 copies last year, a loss of 418,996 copies, or 3.5 per cent. City circulation of Canadian Sunday papers totalled 234,720 copies, against 229,956 copies last year, a gain of 4,764 copies, or 2.07 per cent. City circulation of U. S. foreign language Sunday papers totalled 420,882 copies, against 459,813 copies, a loss of 38,931 copies, or 8.4 per cent.

Suburban circulation of all A.B.C. Sunday papers was 5,278,309 copies, against 5,349,321 copies, a loss of 71,012 copies, or 1.3 per cent.

Average Net Paid Circulations of All A. B. C. Newspapers as of October 1, 1931

Distribution	289 Morning	724 Evening	1,013 Total M. & E.	339 Sunday
City Circulation....	7,959,477	15,182,072	23,141,549	12,218,009
Suburban	3,198,954	4,670,814	7,869,768	5,278,309
All other	3,098,220	2,522,692	5,620,912	7,359,307
Bulk	55,607	34,790	90,397	22,848
Total Net Paid*..	**14,404,479**	**22,535,119**	**36,939,598**	**24,902,284**

Circulations of All U. S. English-Language A. B. C. Daily Newspapers

Distribution	255 Morning	652 Evening	907 Total M. & E.	321 Sunday
City Circulation....	7,511,011	13,930,082	21,441,093	11,562,407
Suburban	3,071,205	4,406,174	7,477,379	5,156,971
All other	2,814,505	2,125,798	4,940,303	7,037,237
Bulk	51,313	33,081	84,394	22,747
Total Net Paid*..	**13,528,359**	**20,619,886**	**34,148,245**	**23,779,362**

Circulations of All Canadian A. B. C. Daily Newspapers

Distribution	22 Morning	63 Evening	85 Total M. & E.	4 Sunday
City Circulation....	208,592	1,014,005	1,222,597	234,720
Suburban	90,655	235,568	326,223	54,055
All other	190,833	311,365	502,198	113,254
Bulk	4,293	1,676	5,969	99
Total Net Paid..	**494,373**	**1,562,614**	**2,056,987**	**402,128**

Circulations of U. S. Foreign Language A. B. C. Dailies

Distribution	12 Morning	9 Evening	21 Total M. & E.	14 Sunday
City Circulation....	239,874	237,985	477,859	420,882
Suburban	37,094	29,072	66,166	67,283
All other	92,882	85,529	178,411	208,816
Bulk	1	33	34	2
Total Net Paid*.	**381,747**	**352,619**	**734,366**	**720,794**

*The "Total Net Paid" for "All A.B.C. Newspapers," for "All U. S. English Language A.B.C. Daily Newspapers" and for "U. S. Foreign Language A.B.C. Dailies" include certain newspapers having national distribution and not reporting circulations according to the regular breakdown. These newspapers are the *United States Daily*, Washington, D.C.; *Catholic Tribune*, Dubuque, Ia.; the *Christian Science Monitor*, Boston, Mass.; and *La Prensa*, San Antonio, Tex. The "Total Net Paid" in these groups is not the arithmetical sum of the items which precede it.

Average Net Paid Circulations of All A. B. C. Newspapers as of October 1, 1930

Distribution	302 Morning	743 Evening	1,054 Total M. & E.	356 Sunday
City Circulation....	8,037,275	15,442,041	23,479,316	12,671,170
Suburban	3,219,050	4,679,124	7,898,174	5,349,321
All other	3,263,512	2,766,311	6,029,823	7,782,248
Bulk	80,031	41,704	121,735	35,064
Total Net Paid*..	**14,657,270**	**23,057,903**	**37,715,173**	**25,837,803**

Circulations of All U. S. English-Language A. B. C. Daily Newspapers

Distribution	266 Morning	671 Evening	937 Total M. & E.	336 Sunday
City Circulation....	7,563,849	14,225,977	21,789,826	11,981,401
Suburban	3,079,334	4,426,323	7,505,657	5,225,188
All other.....	2,947,864	2,365,554	5,313,418	7,473,238
Bulk	74,406	35,474	109,880	34,900
Total Net Paid*..	**13,722,855**	**21,182,051**	**34,904,906**	**24,714,727**

Circulations of All Canadian A. B. C. Daily Newspapers

Distribution	22 Morning	63 Evening	85 Total M. & E.	4 Sunday
City Circulation....	214,654	969,093	1,183,747	229,956
Suburban	396,887	222,971	319,858	52,323
All other	202,308	311,685	513,993	95,574
Bulk	5,625	6,288	11,853	164
Total Net Paid...	**519,474**	**1,509,977**	**2,029,451**	**378,017**

Circulations of U. S. Foreign Language A. B. C. Dailies

Distribution	14 Morning	9 Evening	23 Total M. & E.	16 Sunday
City Circulation....	258,772	246,971	505,743	459,813
Suburban	42,829	29,830	72,659	71,810
All other	113,340	89,072	202,412	213,436
Bulk	.....	2	2	.....
Total Net Paid...	**414,941**	**365,875**	**780,816**	**745,059**

*The Total Net Paid for "All A. B. C. Newspapers" and for "All U. S. English-Language A. B. C. Daily Newspapers" includes the circulations of the *United States Daily*, Washington, D. C.; the *Catholic Tribune*, Des Moines, Ia., and the *Christian Science Monitor*, Boston, Mass. These publications, which are distributed nationally, do not segregate their circulation figures according to the regular newspaper classifications. The "Total Net Paid" in these sections is therefore not the arithmetical sum of the items which appear above it.

Average Net Paid Circulations of All A. B. C. Newspapers as of October 1, 1929

Distribution	297 Morning	729 Evening	1,026 Total M. & E.	357 Sunday
City Circulation....	8,031,582	14,977,998	23,009,580	12,855,060
Suburban	3,182,384	4,539,408	7,721,792	5,363,691
All other.....	3,185,436	2,817,487	6,002,923	8,083,152
Bulk	83,632	54,795	138,427	47,599
Total Net Paid*..	**14,542,894**	**22,387,688**	**36,930,582**	**26,379,846**

Circulations of All U. S. English-Language A. B. C. Daily Newspapers

Distribution	262 Morning	658 Evening	920 Total M. & E.	338 Sunday
City Circulation....	7,573,433	13,740,958	21,314,391	12,187,458
Suburban	3,039,614	4,273,119	7,312,733	5,239,958
All other.....	2,848,186	2,419,371	5,267,557	7,770,497
Bulk	82,572	53,202	135,774	47,475
Total Net Paid...	**13,583,026**	**20,486,650**	**34,069,676**	**25,245,388**

Circulations of All Canadian A. B. C. Daily Newspapers

Distribution	22 Morning	62 Evening	84 Total M. & E.	4 Sunday
City Circulation....	214,858	974,210	1,189,068	226,816
Suburban	99,684	236,387	336,071	52,014
All other	215,802	307,727	523,529	92,247
Bulk	925	1,566	2,491	124
Total Net Paid*..	**531,269**	**1,519,890**	**2,051,159**	**371,201**

Circulations of U. S. Foreign Language A. B. C. Dailies

Distribution	13 Morning	9 Evening	22 Total M. & E.	15 Sunday
City Circulation....	243,291	262,830	506,121	440,786
Suburban	42,986	29,902	72,888	71,719
All other.....	121,448	90,389	211,837	220,408
Bulk	135	27	162	.....
Total Net Paid*..	**428,599**	**381,148**	**809,747**	**763,257**

*The Total Net Paid for "All A. B. C. Newspapers" and for "All U. S. English-Language A. B. C. Daily Newspapers" includes the circulations of the *United States Daily*, Washington, D. C.; the *Christian Science Monitor*, Boston, Mass., and the *Catholic Tribune*, Dubuque, Ia. These publications, which are distributed nationally, do not segregate their circulations according to the regular newspaper classifications. The same applies to "Circulations of Foreign Language A. B. C. Dailies," which include the nationally-distributed *La Prensa*, San Antonia, Tex. The "Total Net Paid" in these sections is therefore not the arithmetical sum of the items which appears above it.

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

State	Number of Papers	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Alabama —								
Morning..	3	38,577	20,891	59,468	26,785	86,253	32	86,285
Evening..	6	131,677	42,821	174,498	37,647	212,145	201	212,346
Total.....	9	170,254	63,712	233,966	64,432	298,398	233	298,631
Sunday...	5	102,993	42,877	145,870	52,160	198,030	53	198,083
Arizona —								
Morning..	2	22,066	14,178	36,244	4,900	41,144	98	41,242
Evening..	2	12,632	4,537	17,169	1,617	18,786	33	18,819
Total.....	4	34,698	18,715	53,413	6,517	59,930	131	60,161
Sunday...	2	23,225	15,681	38,906	5,599	44,505	146	44,651
Arkansas —								
Morning..	3	16,459	20,554	37,013	18,818	55,831	42	55,873
Evening..	3	19,438	16,701	36,139	5,468	41,607	8	41,615
Total.....	6	35,897	37,255	73,152	24,286	97,438	50	97,488
Sunday...	4	38,458	42,380	80,838	28,277	109,115	373	109,488
California —								
Morning..	19	535,181	235,260	770,441	144,373	914,814	1,205	916,019
Evening..	47	884,016	222,395	1,106,411	99,242	1,205,653	4,327	1,209,980
Total.....	66	1,419,197	457,655	1,876,852	243,615	2,120,467	5,532	2,125,999
Sunday...	22	804,935	289,253	1,094,188	360,354	1,454,542	845	1,455,387
Connecticut —								
Morning..	5	54,552	28,720	83,272	12,418	95,690	130	95,820
Evening..	15	173,573	51,560	225,133	10,182	235,315	131	235,446
Total.....	20	228,125	80,280	308,405	22,600	331,005	261	331,266
Sunday...	4	65,658	40,601	106,259	66,662	172,921	68	172,989
Delaware —								
Morning..	1	7,415	1,561	8,976	1,192	10,168	31	10,199
Evening..	2	24,587	12,315	36,902	6,812	43,714	76	43,790
Total.....	3	32,002	13,876	45,878	8,004	53,882	107	53,989
Sunday...	1	10,380	2,291	12,671	784	13,455	49	13,504
District of Columbia —								
Morning..	3	107,002	20,104	127,106	13,560	188,724	1,685	190,409
Evening..	3	222,894	39,024	261,918	15,737	277,655	374	278,029
Total.....	6	329,896	59,128	389,024	29,297	466,379	2,059	468,438
Sunday...	3	209,303	55,236	264,539	64,208	328,747	793	329,540
Florida —								
Morning..	7	92,979	42,226	135,205	28,665	163,870	383	164,253
Evening..	8	83,811	23,029	106,840	10,303	117,143	133	117,276
Total.....	15	176,790	65,255	242,045	38,968	281,013	516	281,529
Sunday...	10	129,888	53,135	183,023	41,422	224,445	409	224,854
Georgia —								
Morning..	5	75,515	55,637	131,152	28,685	159,837	394	160,231
Evening..	9	134,635	59,781	194,416	35,130	229,546	244	229,790
Total.....	14	210,150	115,418	325,568	63,815	389,383	638	390,021
Sunday...	10	183,604	106,971	290,575	205,846	496,421	259	496,680
Territory of Hawaii —								
Morning..	1	8,737	3,745	12,482	279	12,761	7	12,768
Evening..	1	15,253	5,214	20,467	116	20,583	29	20,612
Total.....	2	23,990	8,959	32,949	395	33,334	36	33,370
Sunday...	1	13,326	5,384	18,710	493	19,203	8	19,211
Idaho —								
Morning..	2	5,667	10,603	16,270	4,269	20,539	94	20,633
Evening..	42	9,633	13,395	23,028	4,130	27,158	82	27,240
Total.....	6	15,300	23,998	39,298	8,399	47,697	176	47,873
Sunday...	5	14,764	22,398	37,162	8,695	45,857	181	46,038

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.—Continued

State	Number of Papers	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Illinois —								
Morning..	8	786,990	260,506	1,047,496	287,430	1,334,926	2,056	1,336,982
Evening..	44	1,226,679	295,047	1,521,726	101,123	1,622,849	2,897	1,625,746
Total.....	52	2,013,669	555,553	2,569,222	388,553	2,957,775	4,953	2,962,728
Sunday...	16	1,031,752	395,623	1,427,375	921,049	2,348,424	998	2,349,422
Indiana —								
Morning..	11	117,963	127,765	245,728	47,628	293,356	822	294,178
Evening..	29	347,877	144,040	491,917	52,587	544,504	623	545,127
Total.....	40	465,840	271,805	737,645	100,215	837,860	1,445	839,305
Sunday...	14	221,301	130,959	352,260	47,995	400,255	515	400,770
Iowa —								
Morning..	4	51,812	90,842	142,654	57,391	*220,628	575	221,203
Evening..	21	180,296	227,947	408,243	40,279	448,522	566	449,088
Total.....	25	232,108	318,789	550,897	97,670	669,150	1,141	670,291
Sunday...	8	119,411	178,813	298,224	110,463	408,687	324	409,011
Kansas —								
Morning..	4	42,305	42,655	84,960	34,983	119,943	222	120,165
Evening..	16	118,414	61,933	180,347	40,835	221,182	537	221,719
Total.....	20	160,719	104,588	265,307	75,818	341,125	759	341,884
Sunday...	8	99,356	73,666	173,022	65,680	238,702	468	239,170
Kentucky —								
Morning..	4	53,278	30,243	83,521	43,713	127,234	188	127,422
Evening..	7	123,204	52,622	175,826	33,201	209,027	374	209,401
Total.....	11	176,482	82,865	259,347	76,914	336,261	562	336,823
Sunday...	8	142,000	69,528	211,528	72,326	283,854	394	284,248
Louisiana —								
Morning..	5	114,624	35,055	149,679	34,527	184,206	425	184,631
Evening..	5	112,946	23,240	136,186	9,463	145,649	237	145,886
Total.....	10	227,570	58,295	285,865	43,990	329,855	662	330,517
Sunday...	6	206,228	60,823	267,051	95,625	362,676	433	363,109
Maine —								
Morning..	3	24,296	25,744	50,040	18,935	68,975	393	69,368
Evening..	3	32,094	12,545	44,639	11,262	55,901	119	56,020
Total.....	6	56,390	38,289	94,679	30,197	124,876	512	125,388
Sunday...	1	18,349	9,708	28,057	17,575	45,632	43	45,675
Maryland —								
Morning..	3	117,902	14,396	132,298	28,800	161,098	632	161,730
Evening..	5	340,757	32,056	372,813	28,668	401,481	167	401,648
Total.....	8	458,659	46,452	505,111	57,468	562,579	799	563,378
Sunday...	2	277,426	28,096	305,522	85,966	391,488	250	391,738
Massachusetts —								
Morning..	8	517,039	147,301	664,340	308,081	972,421	3,879	976,300
Evening..	29	693,072	182,714	875,786	92,875	*1,093,412	6,500	1,099,912
Total.....	27	1,210,111	330,015	1,540,126	400,956	2,065,833	10,379	2,076,212
Sunday...	7	546,979	237,739	784,718	521,310	1,306,028	544	1,306,572
Michigan —								
Morning..	4	224,844	49,755	274,599	63,845	338,444	1,141	339,585
Evening..	22	669,906	224,545	894,451	79,971	974,422	1,261	975,683
Total.....	26	894,750	274,300	1,169,050	143,816	1,312,866	2,402	1,315,268
Sunday...	11	638,911	213,139	852,050	279,114	1,131,164	680	1,131,844
Minnesota —								
Morning..	3	106,180	27,027	133,207	46,624	179,831	737	180,568
Evening..	14	314,428	68,036	382,464	155,703	538,167	2,139	540,306
Total.....	17	320,608	95,063	515,671	202,327	717,998	2,876	720,874
Sunday...	5	274,725	40,195	314,920	255,377	570,297	546	570,843
Mississippi —								
Morning..	1	4,982	7,405	12,387	4,069	16,456	.....	16,456
Evening..	5	23,558	22,836	46,394	15,809	62,203	12	62,215
Total.....	6	28,540	30,241	58,781	19,878	78,659	12	78,671
Sunday...	3	18,101	26,468	44,569	18,634	63,203	4	63,207
Missouri —								
Morning..	7	338,526	98,060	436,586	186,302	622,888	2,212	625,100
Evening..	17	613,728	128,391	742,119	194,820	936,939	1,698	938,637
Total.....	24	952,254	226,451	1,178,705	381,122	1,559,827	3,910	1,563,737
Sunday...	8	573,482	138,171	711,653	298,817	1,010,470	1,742	1,012,212
Montana —								
Morning..	4	18,706	12,324	31,030	12,487	43,517	5	43,522
Evening..	4	16,821	2,337	19,158	1,003	20,161	16	20,177
Total.....	8	35,527	14,661	50,188	13,490	63,678	21	63,699
Sunday...	4	28,552	13,845	42,397	15,481	57,878	142	58,020
Nebraska —								
Morning..	3	19,159	26,425	45,584	81,205	126,789	158	126,947
Evening..	8	121,653	49,814	171,467	29,604	201,071	176	201,247
Total.....	11	140,812	76,239	217,051	110,809	327,860	334	328,194
Sunday...	4	117,484	49,389	166,873	113,450	280,323	51	280,374
Nevada —								
Morning..	1	2,148	782	2,930	1,930	4,860	103	4,963
Evening..	1	4,513	1,301	5,814	2,715	8,529	31	8,560
Total.....	2	6,661	2,083	8,744	4,645	13,389	134	13,553
Sunday...	1	2,368	813	3,181	1,952	5,133	.....	5,133
New Hampshire —								
Morning..	1	1,646	4,749	6,395	10,719	17,114	72	17,186
Evening..	2	20,369	2,160	22,529	1,027	23,556	23	23,579
Total.....	3	22,015	6,909	28,924	11,746	40,670	95	40,765
Sunday...	....	.....	.....	.....	.....	.....	.....	.....
New Jersey —								
Morning..	6	119,994	36,101	156,095	5,753	161,848	1,257	163,105
Evening..	16	473,009	100,545	573,554	34,812	608,366	230	608,596
Total.....	22	593,003	136,646	729,649	40,565	770,214	1,487	771,701
Sunday...	5	154,851	31,199	186,050	19,475	205,525	156	205,681
New Mexico —								
Morning..	1	6,365	3,795	10,160	2,860	13,020	65	13,085
Evening..	2	12,066	6,385	18,451	6,435	24,886	62	24,948
Total.....	3	18,431	10,180	28,611	9,295	37,906	127	38,033
Sunday...	1	6,360	3,953	10,583	2,960	13,543	55	13,598
New York —								
Morning..	19	2,340,029	627,873	2,967,902	450,003	3,429,605	20,684	3,450,289
Evening..	61	2,550,554	531,062	3,081,616	202,176	3,283,792	1,553	3,285,345
Total.....	80	4,890,583	1,158,935	6,049,518	652,179	6,713,397	22,237	6,735,634
Sunday...	17	2,605,701	1,166,161	3,771,862	1,517,783	5,289,645	4,914	5,294,559
North Carolina —								
Morning..	7	54,504	74,451	128,955	42,189	171,144	323	171,467
Evening..	9	66,308	36,858	103,166	4,244	107,410	161	107,571
Total.....	16	120,812	111,309	132,121	46,433	278,554	484	279,038
Sunday...	9	85,616	91,966	177,582	44,428	222,010	231	222,241
North Dakota —								
Morning..	2	3,212	12,412	15,624	10,729	26,353	35	26,388
Evening..	4	11,938	10,648	22,586	5,494	28,080	40	28,120
Total.....	6	15,150	23,060	38,210	16,223	54,433	75	54,508
Sunday...	2	11,023	15,615	26,638	12,410	39,048	6	39,054

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.—Continued

State	Number of Papers	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Ohio —								
Morning..	9	224,826	70,942	295,768	80,656	376,424	1,342	377,766
Evening..	54	1,160,008	393,594	1,553,602	147,959	1,701,561	1,947	1,703,508
Total.....	63	1,384,834	464,536	1,849,370	228,615	2,077,985	3,289	2,081,274
Sunday...	17	579,311	194,588	773,899	177,045	950,944	1,210	952,154
Oklahoma —								
Morning..	7	84,721	65,968	150,689	61,307	211,996	283	212,279
Evening..	10	127,525	79,077	206,602	39,760	246,362	258	246,620
Total.....	17	212,246	145,045	357,291	101,067	458,358	541	458,899
Sunday...	11	126,708	93,300	220,008	88,741	308,749	494	309,243
Oregon —								
Morning..	4	52,928	23,086	76,014	40,663	116,677	681	117,358
Evening..	13	134,640	52,382	187,022	53,059	240,081	552	240,633
Total.....	17	187,568	75,468	263,036	93,722	356,758	1,233	357,991
Sunday...	7	144,682	63,763	208,445	117,548	325,993	497	326,490
Pennsylvania —								
Morning..	21	504,510	273,900	778,410	186,641	965,051	3,817	968,868
Evening..	41	1,244,935	530,695	1,775,630	159,889	1,935,519	2,349	1,937,868
Total.....	62	1,749,445	804,595	2,554,040	346,530	2,900,570	6,166	2,906,736
Sunday...	10	759,954	460,818	1,220,772	543,171	1,763,943	621	1,764,564
Rhode Island —								
Morning..	1	24,184	16,832	41,016	4,028	45,044	9	45,053
Evening..	5	122,644	42,228	164,872	5,829	170,701	35	170,736
Total.....	6	146,828	59,060	205,888	9,857	215,745	44	215,789
Sunday...	2	55,316	36,411	91,727	6,064	97,791	9	97,800
South Carolina —								
Morning..	5	26,656	36,075	62,731	17,373	80,104	31	80,135
Evening..	5	32,929	16,210	49,139	3,084	52,223	15	52,238
Total.....	10	59,585	52,285	111,870	20,457	132,327	46	132,373
Sunday...	6	43,335	40,608	83,943	20,885	104,828	57	104,885
South Dakota —								
Morning..	1	773	5,374	6,147	1,069	7,216	3	7,219
Evening..	7	21,471	38,454	59,925	12,965	72,890	75	72,965
Total.....	8	22,244	43,828	66,072	14,034	80,106	78	80,184
Sunday...	2	10,388	23,489	33,877	9,253	43,130	5	43,135
Tennessee —								
Morning..	5	106,260	83,197	189,457	57,332	246,789	1,091	247,880
Evening..	9	194,784	130,731	325,515	60,129	385,644	145	385,789
Total.....	14	301,044	213,928	514,972	117,461	632,433	1,236	633,669
Sunday...	8	176,709	133,476	310,185	85,315	395,500	957	396,457
Texas —								
Morning..	14	178,131	96,299	274,430	152,856	427,286	1,091	428,377
Evening..	20	355,179	77,833	433,012	93,276	526,288	645	526,933
Total.....	34	533,310	174,132	707,442	246,132	953,574	1,736	955,310
Sunday...	18	337,845	128,891	506,736	264,303	771,039	1,506	772,545
Utah —								
Morning..	1	19,539	6,833	26,372	22,572	48,944	71	49,015
Evening..	3	32,786	12,590	45,376	22,428	67,804	88	67,892
Total.....	4	52,325	19,423	71,748	45,000	116,748	156	116,904
Sunday...	2	37,745	13,141	50,886	30,868	81,754	79	81,833
Vermont —								
Morning..	2	7,531	18,139	25,670	4,151	29,821	89	29,910
Evening..	2	6,115	5,635	11,750	1,119	12,869	10	12,879
Total.....	4	13,646	23,774	37,420	5,270	42,690	99	42,789
Sunday...	....	.....	.....	.....	.....	.....	.....	.....
Virginia —								
Morning..	9	80,927	47,047	127,974	42,219	170,193	1,126	171,319
Evening..	10	118,962	27,456	146,418	26,433	172,851	381	173,232
Total.....	19	199,889	74,503	274,392	68,652	343,044	1,507	344,551
Sunday...	8	94,181	46,447	140,628	42,692	183,320	730	184,050
Washington —								
Morning..	5	88,152	47,650	135,802	38,352	174,154	876	175,030
Evening..	18	245,242	99,053	344,295	51,330	395,625	991	396,616
Total.....	23	333,394	146,703	480,097	89,682	569,779	1,867	571,646
Sunday...	7	183,076	75,713	258,789	127,492	386,281	549	386,830
West Virginia —								
Morning..	9	38,463	44,489	82,945	19,045	101,990	234	102,224
Evening..	9	51,311	25,706	77,017	5,244	82,261	4	82,265
Total.....	18	89,774	70,195	159,962	24,289	184,251	238	184,489
Sunday...	8	59,363	62,293	121,656	19,386	141,042	132	141,174
Wisconsin —								
Morning..	2	42,756	26,229	68,985	22,094	91,079	484	91,563
Evening..	22	284,385	162,468	446,853	68,097	514,950	514	515,464
Total.....	24	327,141	188,697	515,838	90,191	606,029	998	607,027
Sunday...	6	170,788	128,896	299,684	149,048	448,732	221	448,953
Wyoming —								
Morning..	....	.....	.....	.....	.....	.....	.....	.....
Evening..	3	10,827	4,228	15,055	4,707	19,762	13	19,775
Total.....	3	10,827	4,228	15,055	4,707	19,762	13	19,775
Sunday...	2	6,496	3,061	9,557	3,056	12,613	.....	12,613

DOMINION OF CANADA

State	Number of Papers	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Alberta —								
Morning..	1	6,418	4,871	11,289	2,005	13,294	149	13,443
Evening..	5	47,049	31,435	78,484	2,761	81,245	24	81,269
Total.....	6	53,467	36,306	89,773	4,766	94,539	173	94,712
Sunday...	....	.....	.....	.....	.....	.....	.....	.....
British Columbia —								
Morning..	3	18,354	7,202	25,556	5,718	31,274	116	31,390
Evening..	4	99,440	19,348	118,788	45,894	164,682	390	165,072
Total.....	7	117,794	26,550	144,344	51,612	195,956	506	196,462
Sunday...	2	64,958	12,974	77,932	29,792	107,724	99	107,825
Manitoba —								
Morning..	1	7,590	285	7,875	14,319	22,194	121	22,315
Evening..	2	55,980	4,688	60,668	21,415	82,083	457	82,540
Total.....	3	63,570	4,973	68,543	35,734	104,277	578	104,855
Sunday...	....	.....	.....	.....	.....	.....	.....	.....
New Brunswick —								
Morning..	1	3,619	.....	3,619	15,351	18,970	4	18,974
Evening..	1	13,740	.....	13,740	1,569	15,309	3	15,312
Total.....	2	17,359	.....	17,359	16,920	34,279	7	34,286
Sunday...	....	.....	.....	.....	.....	.....	.....	.....
Nova Scotia —								
Morning..	3	7,535	2,705	10,240	33,084	43,324	139	43,463
Evening..	3	22,751	1,997	24,748	22,159	46,907	.....	46,907
Total.....	6	30,286	4,702	34,988	55,243	90,231	139	90,370
Sunday...	....	.....	.....	.....	.....	.....	.....	.....
Ontario —								
Morning..	6	109,656	61,425	171,081	93,508	264,589	204	264,793
Evening..	30	457,807	118,440	576,247	80,321	656,568	314	656,882
Total.....	36	567,463	179,865	747,328	173,829	921,157	518	921,675
Sunday...	1	119,602	38,481	158,093	67,673	225,766	.....	225,766

DOMINION OF CANADA—Continued

State	Number of Papers	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Prince Edward Island —								
Morning..	1	1,227	3,577	4,804	394	5,198	.....	5,198
Evening..	1	1,692	1,950	3,642	180	3,822	221	4,043
Total.....	2	2,919	5,527	8,446	574	9,020	221	9,241
Sunday...	....	.....	.....	.....	.....	.....	.....	.....
Quebec —								
Morning..	3	50,198	2,604	52,802	19,010	71,812	3,545	75,357
Evening..	12	287,858	41,135	328,993	128,822	457,815	220	458,035
Total.....	15	338,056	43,739	381,795	147,832	529,627	3,765	533,392
Sunday...	1	50,160	2,590	52,750	15,789	68,539	.....	68,539
Saskatchewan —								
Morning..	3	3,995	7,986	11,981	7,444	19,425	15	19,440
Evening..	5	27,688	16,575	44,263	8,244	52,507	47	52,554
Total.....	8	31,683	24,561	56,244	15,688	71,932	62	71,994
Sunday...	....	.....	.....	.....	.....	.....	.....	.....

FOREIGN LANGUAGE NEWSPAPERS—U. S.

State	Number of Papers	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
California —								
Morning..	2	5,254	1,709	6,963	8,616	15,579	.....	15,579
Evening..	....	.....	.....	.....	.....	.....	.....	.....
Total.....	2	5,254	1,709	6,963	8,616	15,579	.....	15,579
Sunday...	2	8,479	2,825	11,304	13,706	25,010	.....	25,010
Illinois —								
Morning..	1	17,321	440	17,761	18,009	35,770	.....	35,770
Evening..	2	55,878	7,332	63,210	8,645	71,855	.....	71,855
Total.....	3	73,199	7,772	80,971	26,654	107,625	.....	107,625
Sunday...	2	43,300	4,346	47,646	23,760	71,406	.....	71,406
Michigan —								
Morning..	....	.....	.....	.....	.....	.....	.....	.....
Evening..	1	14,073	678	14,751	378	15,129	29	15,158
Total.....	1	14,073	678	14,751	378	15,129	29	15,158
Sunday...	....	.....	.....	.....	.....	.....	.....	.....
New Hampshire—								
Morning..	....	.....	.....	.....	.....	.....	.....	.....
Evening..	1	2,440	359	2,799	362	3,161	2	3,163
Total.....	1	2,440	359	2,799	362	3,161	2	3,163
Sunday...	....	.....	.....	.....	.....	.....	....	.....
New York —								
Morning..	6	206,502	33,376	239,878	66,020	305,898	.....	305,898
Evening..	4	163,203	20,407	183,610	75,699	259,309	.....	259,309
Total.....	10	369,705	53,783	423,488	141,719	564,207	.....	564,207
Sunday...	8	359,909	60,112	420,021	171,350	591,371	.....	591,371
Pennsylvania —								
Morning..	1	2,135	242	2,377	74	2,451	.....	2,451
Evening..	....	.....	.....	.....	.....	.....	.....	.....
Total.....	1	2,135	242	2,377	74	2,451	.....	2,451
Sunday...	....	.....	.....	.....	.....	.....	.....	.....
Rhode Island —								
Morning..	....	.....	.....	.....	.....	.....	.....	.....
Evening..	1	2,391	296	2,687	445	3,132	2	3,134
Total.....	1	2,391	296	2,687	445	3,132	2	3,134
Sunday...	....	.....	.....	.....	.....	.....	.....	.....
Texas —								
Morning..	2	8,977	1,327	10,304	163	22,363	1	22,364
Evening..	....	.....	.....	.....	.....	.....	.....	.....
Total.....	2	8,977	1,327	10,304	163	22,363	1	22,364
Sunday...	2	9,194	1,343	10,537	123	34,471	.....	34,471

TOTALS OF ALL A. B. C. DAILIES

Morning.....	289	7,959,477	3,198,954	11,158,431	3,098,220	14,348,872	55,607	14,404,479
Evening.....	724	15,182,072	4,670,814	19,852,886	2,522,692	22,500,329	34,790	22,535,119
Total.....	1,013	23,141,549	7,869,768	31,011,317	5,620,912	36,849,201	90,397	36,939,598
Sunday.....	339	12,218,009	5,278,309	17,496,318	7,359,307	24,879,436	22,848	24,902,284

TOTALS OF U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

Morning....	255	7,511,011	3,071,205	10,582,216	2,814,505	13,477,045	51,313	13,528,359
Evening....	652	13,930,082	4,406,174	18,336,256	2,125,798	20,586,805	33,081	20,619,886
Total... ...	907	21,441,093	7,477,379	28,918,472	4,940,303	34,063,851	84,394	34,148,245
Sunday.....	321	11,562,407	5,156,971	16,719,378	7,037,237	23,756,615	22,747	23,779,362

TOTALS OF CANADIAN DAILIES IN A. B. C.

Morning....	22	208,592	90,655	299,247	190,833	490,080	4,293	494,373
Evening....	63	1,014,005	235,568	1,249,573	311,365	1,560,938	1,676	1,562,614
Total.....	85	1,222,597	326,223	1,548,820	502,198	2,051,018	5,969	2,056,987
Sunday.....	4	234,720	54,055	288,775	113,254	402,029	99	402,128

TOTALS OF U. S. FOREIGN LANGUAGE DAILIES IN A. B. C.

Morning.....	12	239,874	37,094	276,968	92,882	381,746	1	381,747
Evening.....	9	237,985	29,072	267,057	85,529	352,586	33	352,619
Total.....	21	477,859	66,166	544,025	178,411	734,332	34	734,366
Sunday.....	14	420,882	67,283	488,165	208,816	720,792	2	720,794

EXPLANATION OF KEY LETTERS

Following is the explanation of the key letters used to designate time of publication of newspapers in the tables which follow:

(d) Evening, except Friday.
(e) Evening, except Sunday.
(f) Friday evening only.
(i) Evening, except Thursday.
(j) Thursday only.
(k) Saturday morning only.
(l) Morning, except Saturday.
(m) Morning, except Sunday.
(n) Morning, except Sunday and Monday.
(o) Monday morning only.
(x) Evening, except Saturday and Sunday.
(y) Saturday evening only.
(z) Evening, except Monday.
(s) Sunday only.
(v) Monday evening only.
(w) Wednesday only.

Roman type indicate morning newspapers.
Italic type indicates evening newspapers.
*Asterisk after paper's name denotes statement for three months ending September 30, 1931.
**Double asterisk after paper's name denotes statement for three months ending March 31, 1931.

A. B. C. Reports Classified by States and Cities Follow on Pages 136–160 Inclusive

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

ALABAMA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Birmingham	Age-Herald	(m)	18,015	4,919	22,934	17,162	40,096	1	40,097
	News	(e)	49,993	11,059	61,502	17,482	78,984	20	79,004
	Total Daily	(me)	68,008	16,428	84,436	34,644	119,080	21	119,111
	Sunday edition	(S)	55,738	16,761	72,499	35,190	107,689	9	107,698
	Post	(e)	43,246	13,118	56,364	9,292	65,656	33	65,689
Gadsden	*Times**	(e)	3,256	2,963	6,219	199	6,418	....	6,418
Huntsville	*Times*	(e)	.....	.....	.....	.....	.....	....	.....
	Sunday edition	(S)	.....	.....	.....	.....	.....	....	.....
Mobile	*News-Item*	(e)	10,539	5,071	15,610	1,171	16,781	....	16,781
	Sunday edition	(S)	6,628	5,139	11,767	1,642	13,409	....	13,409
	Press	(e)	14,482	4,973	19,455	4,281	23,736	34	23,770
	Sunday edition	(S)	14,426	5,256	19,682	4,372	24,054	....	24,054
	Register	(m)	10,465	7,165	17,630	3,679	21,309	....	21,309
	Sunday edition	(S)	14,464	8,045	22,509	5,297	27,806	....	27,806
Montgomery	Advertiser	(m)	10,097	8,807	18,904	5,944	24,848	31	24,879
	Sunday edition	(S)	11,737	7,676	19,413	5,659	25,072	44	25,016
	Journal & Times	(e)	10,161	5,637	15,798	5,222	21,020	147	21,167

ARIZONA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Phoenix	Arizona Republic	(m)	17,111	11,700	28,811	3,984	32,795	77	32,872
	Gazette	(e)	7,623	2,933	10,556	567	11,123	12	11,135
	Total Daily	(me)	24,734	14,633	39,367	4,551	43,918	89	44,007
	Sunday edition	(S)	18,085	13,178	31,263	4,637	35,900	126	36,026
Tucson	*Citizen*	(e)	5,009	1,604	6,613	1,050	7,663	31	7,694
	Arizona Star	(m)	4,955	2,478	7,433	916	8,349	21	8,370
	Sunday edition	(S)	5,140	2,503	7,643	962	8,605	20	8,625

ARKANSAS

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
El Dorado	News*	(m)	2,064	2,777	4,841	560	5,401	4	5,405
	*Times**	(e)	947	251	1,198	14	1,212	3	1,215
	Total Daily	(me)	3,011	3,028	6,039	574	6,615	7	6,622
	Sunday Edition	(S)	2,417	3,106	5,523	589	6,112	3	6,115
Fort Smith	S. W. American	(m)	2,411	4,181	6,592	6,398	12,990	....	12,990
	Times-Record	(e)	3,891	4,133	8,024	157	8,181	....	8,181
	Total Daily	(me)	6,302	8,314	14,616	6,565	21,171	....	21,171
	Sunday edition	(S)	6,677	8,280	14,957	7,156	22,113	....	22,113
Little Rock	*Arkansas Democrat*	(x)	14,600	12,317	26,917	5,297	32,214	5	32,219
	Saturday edition	(y)	13,907	10,231	24,138	3,056	27,194	....	27,194
	Sunday edition	(S)	14,367	15,676	30,043	7,032	37,075	321	37,396
Little Rock	Arkansas Gazette	(m)	11,984	13,596	25,580	11,860	37,440	33	37,473
	Sunday edition	(S)	14,997	15,318	30,315	13,500	43,815	49	43,864
Pine Bluff	Commercial		.....	.....	.....	.....	.....	.....	.....
	Graphic		.....	.....	.....	.....	.....	.....	.....

CALIFORNIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Alhambra	*Post-Advocate*	(e)	4,955	2,747	7,702	121	7,823	500	8,323
Anaheim	*Bulletin*	(e)	1,933	1,362	3,295	134	3,429	119	3,548
Bakersfield	*California*	(e)	6,064	4,845	10,909	522	11,431	....	11,431
Berkeley	*Gazette*	(e)	7,180	.....	7,180	328	7,508	....	7,508
Chico	*Enterprise*	(e)	1,816	1,013	2,829	216	3,045	3	3,048
	Record	(m)	1,428	976	2,404	371	2,775	....	2,775
	Sunday edition	(S)	1,422	980	2,402	371	2,773	....	2,773
Culver City	*Star-News*	(e)	1,609	1,549	3,158	215	3,373	14	3,387
Eureka	*Humboldt Standard**	(e)	2,916	1,967	4,883	661	5,544	24	5,468
	Humboldt Times*	(m)	2,220	2,062	4,292	1,221	5,513	23	5,536
	Sunday edition	(S)	2,579	2,212	4,791	1,291	6,082	21	6,103
Fresno	*Bee*	(e)	11,311	9,604	20,915	11,093	32,008	34	32,042
	Sunday edition	(S)	10,323	9,658	19,981	11,329	31,310	34	31,344
	Republican	(m)	8,902	7,183	16,085	7,595	23,680	91	23,771
	Sunday edition	(S)	8,781	7,206	15,987	7,765	23,752	70	23,822
Glendale	*News-Press*	(e)	12,974	1,301	14,275	205	14,480	6	14,486
Grass Valley	Union	(m)	728	473	1,201	148	1,349	....	1,349
	Sunday edition	(S)	728	473	1,201	148	1,349	....	1,349
Hollywood	*Citizen*	(e)	13,381	.....	13,381	4,405	17,786	29	17,815
	News	(e)	11,947	.....	11,947	8,150	20,097	12	20,109
Huntington Park	*Signal*	(e)	3,508	1,288	4,796	73	4,869	15	4,884
Long Beach	*Press-Telegram**	(e)	34,775	9,673	44,448	3,199	47,647	2	47,649
	Sunday edition	(S)	33,502	9,722	43,224	3,455	46,679	2	46,681
	Sun*	(m)	19,433	4,600	24,033	4,107	28,140	133	28,273
	Sunday edition	(S)	19,054	4,620	23,674	4,127	27,801	112	27,913
Los Angeles	Examiner	(m)	131,316	44,758	176,074	30,504	206,578	....	206,578
	Sunday edition	(S)	254,452	93,546	347,998	87,586	435,584	....	435,584
	Express	(e)	73,717	32,806	106,523	9,004	115,527	2,662	118,189
	Herald	(e)	185,586	29,941	215,527	7,996	223,523	....	223,523
	News	(m)	85,015	13,105	98,120	2,175	100,295	110	100,405
	Record	(e)	57,389	7,179	64,568	1,569	66,137	....	66,137
	Times	(m)	99,140	49,222	148,362	22,866	171,228	12	171,240
	Sunday edition	(S)	147,251	66,833	214,084	39,116	253,200	4	253,204
Marysville	*Appeal-Democrat*	(e)	2,114	3,308	5,422	446	5,868	....	5,868
Modesto	News-Herald	(m)	110	2,210	2,320	147	2,467	5	2,472
	News-Herald	(e)	3,479	4,959	8,438	203	8,641	30	8,671
	Total Daily	(me)	3,589	7,169	10,758	350	11,108	35	11,143
	Sunday edition	(S)	119	2,214	2,333	147	2,480	5	2,485
Monrovia	*News-Post*	(e)	1,797	.....	1,797	71	1,868	....	1,868
Monterey	*Peninsula Herald*	(e)	3,556	.....	3,556	251	3,807	....	3,807
Oakland	*Post-Enquirer*	(e)	44,254	7,981	52,235	4,027	56,262	44	56,306
	Tribune	(e)	55,082	12,827	67,909	11,156	79,065	112	79,177
	Sunday edition	(S)	58,899	12,196	69,065	12,940	82,005	21	82,026
Oroville	*Mercury-Register*	(e)	1,192	731	1,923	312	2,235	3	2,238
Pasadena	*Post*	(e)	10,598	1,945	12,543	221	12,764	8	12,772
	Star-News	(e)	14,831	1,653	16,484	739	17,223	25	17,248
Pomona	*Progress-Bulletin*	(e)	5,734	1,380	7,114	205	7,319	....	7,319
Redlands	*Facts*	(e)	2,368	400	2,768	194	2,962	24	2,986
Redondo Beach	*Breeze**	(e)	1,329	773	2,102	52	2,154	....	2,154
Riverside	*Press*	(e)	5,573	1,159	6,732	398	7,130	2	7,132
Sacramento	*Bee*	(e)	24,685	12,604	37,289	13,662	50,951	20	50,971
	Union	(m)	10,235	2,845	13,080	872	13,952	33	13,985
	Sunday edition	(S)	10,627	2,849	13,476	909	14,385	....	14,385
San Bernardino	Sun	(m)	5,756	5,222	10,978	906	11,884	6	11,890
	Sunday edition	(S)	5,926	5,260	11,186	908	12,094	....	12,094
	Telegram	(e)	3,519	273	3,792	66	3,858	....	3,858
San Diego	*Sun*	(e)	16,602	2,813	19,415	363	19,778	....	19,778
	Union	(m)	23,618	3,324	26,942	2,135	29,077	73	29,150
	Tribune	(e)	23,665	3,240	26,905	574	27,479	25	27,504
	Total Daily	(me)	47,283	6,564	53,847	2,709	56,556	98	56,654
	Sunday edition	(S)	34,274	4,655	38,929	2,926	41,855	74	41,929
San Francisco	*Call-Bulletin*	(e)	90,203	24,633	114,836	11,266	126,102	261	126,363
	Chronicle	(m)	36,888	36,077	72,965	23,624	96,589	249	96,838
	Sunday edition	(S)	51,662	51,358	103,020	48,184	151,204	226	151,430
	Examiner	(m)	88,245	54,011	142,256	43,719	185,975	314	186,289
	Sunday edition	(S)	136,667	112,073	248,740	127,807	376,547	212	376,759
San Francisco	*News*	(e)	78,937	11,110	90,047	1,868	91,915	104	91,915
San Jose	Mercury-Herald	(m)	11,997	7,515	19,512	920	20,432	10	20,442
	Sunday edition	(S)	12,816	7,592	20,408	1,044	21,452	1	21,453
	News	(e)	9,190	3,916	13,106	243	13,349	55	13,404
San Pedro	*News-Pilot*	(e)	8,859	1,470	10,329	131	10,460	15	10,475
Santa Ana	*Register*	(e)	7,278	6,165	13,443	243	13,686	19	13,705
	Sunday edition	(S)	7,265	6,171	13,436	243	13,679	9	13,688
Santa Barbara	*News*	(e)	6,640	529	7,169	1,144	8,313	31	8,344
	Press	(m)	5,107	402	5,509	1,858	7,367	70	7,437
	Sunday edition	(S)	5,557	416	5,973	1,889	7,862	54	7,916
Santa Cruz	*News**	(e)	1,947	741	2,688	100	2,788	2	2,790
	Sentinel*	(m)	1,921	793	2,714	173	2,887	....	2,887
	Sunday edition	(S)	1,919	795	2,714	175	2,889	....	2,889

CALIFORNIA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Santa Monica	*Outlook**	(e)	8,664	1,668	10,332	166	10,498	3	10,501
Stockton	*Record*	(e)	11,103	6,458	17,561	2,350	19,911	41	19,952
Vallejo	*Chronicle*	(e)	1,200	.....	1,200	39	1,239	....	1,239
	Times-Herald	(m)	2,503	.....	2,503	744	3,247	....	3,247
	Sunday edition	(S)	2,535	.....	2,535	744	3,279	....	3,279
Ventura	*County Star*	(e)	2,898	1,943	4,841	307	5,148	44	5,192
Visalia	*Times-Delta*	(e)	1,417	1,251	2,668	158	2,826	6	2,832
Whittier	*News*	(e)	3,396	345	3,741	107	3,848	....	3,848
Woodland	*Democrat*	(e)	845	855	1,700	289	1,989	9	1,998
	Mail	(m)	609	482	1,091	288	1,379	76	1,455
	Sunday edition	(S)	607	497	1,104	250	1,354	....	1,354

COLORADO

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Colorado Spgs	Gazette	(m)	4,554	615	5,169	281	5,450	....	5,45
	Telegraph	(e)	7,089	286	7,375	180	7,555	....	7,555
	Total daily	(me)	11,643	901	12,544	461	13,005	....	13,005
	Sunday edition	(S)	10,519	853	11,372	657	12,029	....	12,029
Denver	*Post*	(e)	80,249	8,433	88,682	72,679	161,361	90	161,451
	Sunday edition	(S)	77,467	12,067	89,534	215,644	305,178	62	305,240
	Rocky Mt. News	(m)	25,891	2,224	28,115	11,660	39,775	61	39,836
	Sunday edition	(S)	25,800	3,001	28,801	19,880	48,681	49	48,730
Ft. Collins	*Express-Courier*	(e)	2,361	1,476	3,837	383	4,220	....	4,220
	Sunday edition	(S)	2,391	1,477	3,868	405	4,273	....	4,273
Grand Junction	*Sentinel*	(e)	2,189	3,256	5,445	886	6,331	31	6,362
	Sunday edition	(S)	2,209	3,269	5,478	893	6,371	29	6,400
Greeley	Tribune	(m)	.....	2,960	2,960	88	3,048	....	3,048
	Republican	(e)	2,463	824	3,287	783	4,070	....	4,070
	Total daily	(me)	2,463	3,784	6,247	871	7,118	....	7,118
Pueblo	Chieftain	(m)	6,336	2,723	9,059	1,348	10,407	142	10,849
	Sunday edition	(S)	6,719	3,067	9,786	1,758	11,544	53	11,598
	Star-Journal	(e)	8,434	2,295	10,729	1,526	12,255	43	12,298
	Sunday edition	(S)	8,275	2,600	10,875	1,910	12,785	54	12,839

(*Continued on page 138*)

A

DEMOCRACY

IN INDUSTRY

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THE SECRET OF A DE PRIEST CAMPAIGN

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STANLEY F. BAKER, associate of Hudson De Priest, has established a long and successful record as a contest director—unsurpassed in the history of newspaper circulation campaigns. Young, in his middle thirties, he has either directed, or co-directed, campaigns on the following newspapers, yielding up to as high as 100,000 subscriptions:

Cleveland "Plain Dealer"
Philadelphia "Inquirer"
Los Angeles "Times"
Washington "Post"
Chicago "Herald-Examiner"
Dallas "News"
Cincinnati "Enquirer"
Philadelphia "Record"
Memphis "Com.-Appeal"
Baltimore "American"
Wilmington "Every Evening"
Fresno "Bee"
Harrisburg "Telegraph"
Kansas City "Journal-Post"
Louisville "Herald-Post"
Wilmington "Sunday Star" and others.

On some of these campaigns the cash receipts exceeded a QUARTER OF A MILLION dollars, while on one drive for contract subscriptions the orders approximated THREE-QUARTERS OF A MILLION dollars, establishing the all-time record for contest production. Mr. De Priest personally holds the six-year record for gross cash business on a single drive, established in New York, while Mr. Baker holds the all-time record for both cash and contract business, established in Philadelphia and Cleveland.

EITHER MR. DE PRIEST OR MR. BAKER, OR BOTH, WILL PERSONALLY DIRECT ALL OUR DAILY NEWSPAPER CAMPAIGNS.

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Telephone: Ashland 4-9600

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 136)

CONNECTICUT

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Ansonia	*Sentinel*	(e)	7,168	.....	7,168	175	7,343	....	7,343
Bridgeport	Herald	(S)	12,727	4,454	17,181	51,234	68,505	....	68,505
	Post	(e)	26,161	2,645	28,806	604	29,410	4	29,414
	Telegram	(m)	12,690	2,283	14,973	627	15,600	8	15,608
	Total daily	(me)	38,851	4,928	43,779	1,231	45,010	12	45,022
	Sunday edition	(S)	21,435	2,256	23,691	356	24,047	22	24,069
	Times-Star	(e)	23,143	2,367	25,510	368	25,878	8	25,886
Danbury	*News*	(w)	4,572	2,074	6,646	159	6,805	35	6,840
	Wednesday edition	(W)	4,595	2,499	7,094	616	7,710	22	7,732
Hartford	Courant	(m)	13,291	17,831	31,122	8,553	39,675	120	39,795
	Sunday edition	(S)	19,120	28,983	48,103	13,263	61,366	37	61,403
	Times	(e)	35,875	18,998	54,875	4,225	59,098	7	59,195
Meriden	*Journal*	(e)	6,345	1,121	7,466	186	7,652	1	7,653
	Record	(m)	5,668	2,576	8,244	546	8,790	1	8,791
Middletown	*Press**	(e)	4,697	3,461	8,158	321	8,479	3	8,482
New Britain	*Herald**	(e)	10,415	3,017	13,432	418	13,850	4	13,854
New Haven	Journal-Courier*	(m)	15,945	3,122	19,067	586	19,653	....	19,653
	*Times**	(e)	8,038	2,931	10,969	1,322	12,291	33	12,324
New London	*Day**	(e)	7,513	6,022	13,535	875	14,410	....	14,410
Norwalk	*Hour*	(e)	6,559	1,165	7,724	123	7,847	....	7,847
Manchester	*Herald*	(e)	4,660	165	4,825	154	4,979	....	4,979
Stamford	*Advocate*	(e)	8,765	3,427	12,192	422	12,614	35	12,649
Waterbury	*Democrat*	(e)	9,220	999	10,219	341	10,560	1	10,561
	Republican	(m)	6,958	3,168	10,126	2,106	12,232	1	12,233
	American	(e)	10,442	2,908	13,350	489	13,839	....	13,839
	Total daily	(me)	17,400	6,076	23,476	2,595	26,071	1	26,072
	Sunday edition	(S)	12,376	4,908	17,284	1,809	19,093	9	19,102

DELAWARE

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Wilmington	*Every Evening*	(e)	8,352	4,870	13,222	4,332	17,554	44	17,598
	Journal	(e)	16,235	7,445	23,680	2,480	26,160	32	26,192
	News	(m)	7,415	1,561	8,976	1,192	10,168	31	10,199
	Sunday Star	(S)	10,380	2,291	12,671	784	13,455	49	13,504

DISTRICT OF COLUMBIA

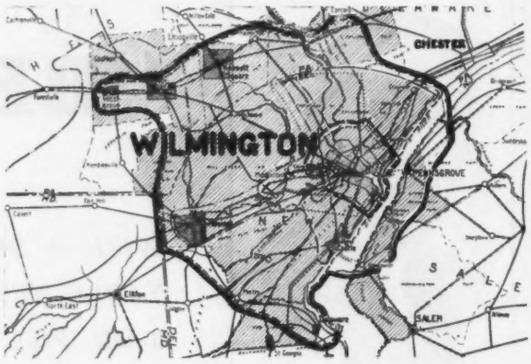
City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Washington	Herald	(m)	57,606	10,428	68,034	5,889	73,923	84	74,007
	Sunday edition	(S)	69,880	18,207	88,087	45,413	135,500	84	135,584
	News	(e)	63,629	3,817	67,446	1,384	68,830	63	68,893
	Post	(m)	49,396	9,676	59,072	7,671	66,743	1,335	68,078
	Sunday edition	(S)	54,438	12,466	66,904	11,208	78,112	497	78,609
	Star	(e)	83,755	19,210	102,965	5,724	108,689	311	109,000
	Sunday edition	(S)	84,985	24,563	109,548	7,587	117,135	212	117,347
	Times	(e)	75,510	15,997	91,507	8,629	100,136	....	100,136
	U. S. Daily	(m)	National Distribution				48,058	266	48,324

FLORIDA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Daytona Beach	*News-Journal*	(e)	3,525	839	4,364	348	4,712	....	4,712
	Sunday edition	(S)	3,768	856	4,624	387	5,011	....	5,011
Jacksonville	*Journal*	(e)	23,219	5,282	28,501	2,837	31,338	17	31,355
	Fla. Times-Union	(m)	25,171	15,012	40,183	9,182	49,365	93	49,458
	Sunday edition	(S)	27,448	14,727	42,175	14,127	56,302	107	56,409
Lakeland	*Ledger & Star-Telegram**	(e)	4,013	2,701	6,714	301	7,015	....	7,015
	Sunday edition	(S)	4,038	2,983	7,021	319	7,340	....	7,340

(Continued on page 140)

A Growing Newspaper with a Concentrated Circulation at the Retailers' Door



THE EVENING JOURNAL
WILMINGTON, DELAWARE

Has more than double the circulation of the second paper in the Metropolitan district (as designated by the Wilmington Chamber of Commerce) which includes the city and adjacent territory within a radius of 20 miles.

Year after year The Evening Journal carries over 3,000,000 lines more advertising than any paper in its field, which is proof of the pulling power of this highly concentrated circulation.

The Evening Journal—The Morning News—sold separately or at one low combination rate.

STORY, BROOKS AND FINLEY, INC.
REPRESENTATIVES

NATURE has been kind to FLORIDA
this season particularly so!

GROWING weather has been perfect in the winter gardens of Florida this season. Crops of strawberries, beans and other fancy, high-priced early vegetables have been 25 to 40 per cent beyond expectations.

The usual hazards to such plantings—excessive rains, floods, killing frosts—have been absent. The entire crop has reached the market. The proceeds are jingling in the pockets of the growers.

This full harvest means more employment. more money on the move, more sales for your client's goods if he advertises them in Florida's Foremost Newspaper which penetrates every buying level and every section of Florida.

The Florida Times-Union
JACKSONVILLE, FLORIDA

Represented Nationally by REYNOLDS-FITZGERALD, INC.

NEW YORK . . . CHICAGO . . . PHILADELPHIA . . . LOS ANGELES . . . SAN FRANCISCO

You can make your display composition cost you

Less Money
every operating day

● How? By installing the Ludlow system of composition to set all advertising display and large heads in the paper. Instead of costing you money, this will result in the expenditure of less money each day, each week, each month than is required to set the same composition by any system using single types.

● How is this done? By eliminating whole operations now costing you money every day. You eliminate purchases of type, all casting of type, the expense of type storage, and of case inspection, case laying, and distribution. In addition you release tons of metal now tied up in cases.

● Ask your auditor for a memorandum of what these operations cost you each month. With the Ludlow system you eliminate them entirely and—in addition—you produce your display composition in less time than is possible with the use of single types.

● Display composition involves cost considerations of prime importance. With a full analysis from your cost accountant at hand, you will realize that the Ludlow offers you a real opportunity to reduce composing room costs.

● Such important newspapers as the New York World-Telegram, Philadelphia Bulletin, Detroit Daily News, Birmingham News, New Orleans Times-Picayune, Los Angeles Examiner, San Francisco Call-Bulletin, Portland Telegram, and many other leaders are daily proving the advantages of the Ludlow system of display composition.

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue Chicago, Illinois

SET IN LUDLOW BODONI BLACK WITH ITS ITALIC, AND BODONI BOLD

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 138)

FLORIDA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Miami	Herald	(m)	27,036	3,839	30,875	7,934	38,809	77	38,886
	Sunday edition	(S)	26,386	3,923	30,309	8,529	38,838	71	38,909
	News	(e)	21,737	3,643	25,380	4,624	30,004	40	30,044
	Sunday edition	(S)	18,892	3,399	22,291	5,253	27,544	20	27,564
Orlando	Sentinel*	(m)	3,739	1,880	5,619	288	5,907	6	5,913
	Sunday edition	(S)	6,947	3,154	10,101	474	10,575	26	10,601
	*Reporter-Star**	(e)	4,265	1,305	5,570	204	5,774	20	5,794
Pensacola	Journal*	(m)	4,601	2,106	6,707	1,916	8,623	118	8,741
	*News**	(e)	5,203	1,499	6,702	597	7,299	17	7,316
	Total Daily	(me)	9,804	3,605	13,409	2,513	15,922	135	16,057
	Sunday edition	(S)	5,771	2,593	8,364	2,204	10,568	140	10,708
St. Petersburg	*Independent*	(e)	7,051	791	7,842	613	8,455	6	8,451
	Times	(m)	8,151	966	9,117	1,025	10,142	71	10,213
	Sunday edition	(S)	9,491	1,115	10,606	1,370	11,976	41	12,027
Sarasota	Herald	(e)	.....	.....	.....	.....	.....	....	.....
Tampa	*Times*	(e)	14,798	6,969	21,767	779	22,546	33	22,579
	Tribune	(m)	18,557	16,172	34,729	7,893	42,622	....	42,622
	Sunday edition	(S)	21,461	18,133	39,594	8,286	47,880	....	47,880
West Palm Beach	Post	(m)	5,724	2,251	7,975	427	8,402	18	8,420
	Sunday edition	(S)	5,686	2,252	7,938	47	8,411	4	8,415

GEORGIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Albany	*Herald*	(e)	2,505	2,546	5,051	218	5,269	....	5,269
Athens	*Banner-Herald**	(e)	2,263	707	2,970	141	3,111	10	3,121
	Sunday edition	(S)	2,275	705	2,980	139	3,119	10	3,129
Atlanta	Constitution	(m)	43,253	28,861	72,114	15,765	87,879	328	88,207
	Sunday edition	(S)	42,924	24,360	67,284	35,372	102,656	71	102,727
	Georgian	(e)	43,407	18,987	62,394	11,673	74,067	4	74,071
	Sunday edition	(S)	36,356	20,148	56,504	96,931	153,435	74	153,509
	Journal	(e)	41,623	22,571	64,194	19,342	83,536	144	83,680
	Sunday edition	(S)	42,546	24,491	67,037	58,600	125,637	....	125,637
Augusta	Chronicle	(m)	7,248	7,464	14,712	1,091	15,803	11	15,814
	Sunday edition	(S)	7,741	7,628	15,369	1,144	16,513	1	16,514
	Herald	(e)	8,299	4,516	12,815	1,358	14,173	....	14,173
	Sunday edition	(S)	8,308	4,528	12,836	1,362	14,198	....	14,198
Columbus	*Ledger**	(e)	10,100	1,596	11,696	272	11,968	29	11,997
	Enquirer-Sun*	(m)	2,891	2,010	4,901	342	5,243	26	5,269
	Total Daily	(me)	12,991	3,606	16,597	614	17,211	55	17,266
	Sunday edition	(S)	13,000	3,697	16,697	709	17,406	28	17,434
Macon	*News*	(e)	7,741	3,979	11,720	1,548	13,268	19	13,287
	Telegraph	(m)	9,442	10,248	19,870	9,447	29,317	29	29,346
	Total Daily	(me)	17,183	14,407	31,590	10,995	42,585	48	42,633
	Sunday edition	(S)	13,693	13,934	27,627	9,308	36,935	40	36,975
Rome	*News-Tribune**	(e)	3,595	1,864	5,459	268	5,727	38	5,765
	Sunday edition	(S)	3,679	1,874	5,553	268	5,821	35	5,856
Savannah	News	(m)	12,681	7,054	19,735	2,040	21,775	....	21,775
	Sunday edition	(S)	13,082	5,606	18,688	2,013	20,701	....	20,701
	Press	(e)	15,102	3,015	18,207	310	18,517	....	18,517

TERRITORY OF HAWAII

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Honolulu	Advertiser	(m)	8,737	3,745	12,482	279	12,761	7	12,768
	Sunday edition	(S)	13,326	5,384	18,710	493	19,203	8	19,211
	Star-Bulletin	(e)	15,253	5,214	20,467	116	20,583	29	20,612

IDAHO

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Boise	*Capital-News**	(e)	3,240	7,378	10,618	3,641	14,259	74	14,333
	Sunday edition	(S)	3,418	7,517	10,935	3,669	14,604	75	14,679
	Idaho Statesman*	(m)	4,259	7,667	11,926	4,038	15,964	34	15,994
	Sunday edition	(S)	4,678	7,836	12,514	4,362	16,876	40	16,916
Idaho Falls	*Post**	(e)	1,626	2,791	4,417	137	4,554	8	4,562
	Sunday edition	(S)	1,655	2,804	4,459	153	4,612	14	4,626
Pocatello	*Tribune*	(e)	3,465	1,203	4,668	221	4,889	....	4,889
	Sunday edition	(S)	3,527	1,300	4,827	280	5,107	....	5,107
Twin Falls	News*	(m)	1,408	2,936	4,344	231	4,575	60	4,635
	Sunday edition	(S)	1,486	2,941	4,427	231	4,658	52	4,710
	*Times**	(e)	1,302	2,023	3,325	131	3,456	....	3,456

ILLINOIS

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Alton	*Telegraph*	(e)	7,991	4,714	12,705	273	12,978	3	12,981
Aurora	*Beacon-News*	(e)	12,638	7,001	19,639	514	20,153	61	20,224
Belleville	*Advocate*	(e)	3,930	2,875	6,805	309	7,114	1	7,115
Bloomington	*Pantagraph*	(x)	9,698	12,653	22,351	1,843	24,194	90	24,284
	Saturday edition	(y)	9,402	12,668	22,070	1,849	23,919	73	23,992
	Sunday edition	(S)	9,374	7,031	16,405	1,083	17,488	1	17,489
Cairo	*Citizen-Bulletin**	(e)	2,538	2,208	4,746	271	5,017	1	5,018
Canton	*Ledger*	(e)	2,162	3,133	5,295	546	5,841	21	5,862
Centralia	*Sentinel*	(e)	3,831	2,590	6,421	235	6,656	....	6,656
Champaign	*News-Gazette**	(e)	7,585	6,190	13,775	372	14,147	21	14,168
	Sunday edition	(S)	7,490	6,232	13,722	373	14,095	20	14,115
Chicago	*American*	(e)	418,660	47,251	465,911	37,253	503,164	732	503,896
	Herald-Examiner	(m)	274,707	50,148	324,855	97,174	422,029	347	422,076
	Sunday edition	(S)	385,472	95,113	480,585	555,982	1,036,567	179	1,036,746
	Times	(e)	169,647	10,760	180,407	7,832	187,789	156	187,945
	News	(e)	362,802	28,106	390,908	21,099	412,007	932	412,939
	Tribune	(m)	471,093	161,484	632,577	179,843	812,420	1,288	813,700
	Sunday edition	(S)	491,164	159,162	650,326	321,513	971,839	575	972,414
Clinton	Journal & Public	(m)	1,148	476	1,624	171	1,795	....	1,795
	Sunday edition	(S)	1,144	476	1,620	171	1,791	....	1,791
Danville	*Commercial-News**	(x)	9,897	15,729	25,626	2,232	27,858	....	27,858
	Saturday edition	(y)	9,860	7,455	17,374	1,389	18,713	....	18,713
	Sunday edition	(S)	9,871	15,750	25,621	2,245	27,866	....	27,866
Decatur	Herald**	(m)	9,075	9,260	18,335	6,594	24,929	....	24,929
	*Review***	(e)	13,391	9,982	23,373	5,141	28,514	....	28,514
	Total Daily	(me)	22,466	19,242	41,708	11,735	53,443	....	53,443
	Sunday edition	(S)	18,689	18,752	37,441	12,027	49,468	....	49,468
	** Statement for 1 month ending Sept. 30, 1931.								
	Herald**	(m)	8,865	9,078	17,943	6,872	24,815	....	24,815
	*Herald***	(e)	3,029	719	3,748	437	4,185	....	4,185
	Total Daily	(me)	11,894	9,797	21,691	7,309	29,000	....	29,000
	Sunday edition	(S)	11,556	10,569	22,125	7,034	29,159	....	29,159
	** Statement for 5 months ending August 31, 1931.								
	*Review***	(e)	12,668	9,376	22,044	5,102	27,146	....	27,146
	Sunday edition	(S)	12,269	9,295	21,564	5,004	26,568	....	26,568
	** Statement for 5 months ending August 31, 1931.								
Dixon	*Telegraph*	(e)	2,523	2,314	4,837	173	5,010	....	5,010
East St. Louis	*Journal*	(e)	9,552	203	9,755	296	10,051	....	10,051
	Sunday edition	(S)	9,826	413	10,239	251	10,490	....	10,490
Elgin	*Courier-News*	(e)	10,143	6,181	16,324	646	16,970	1	16,971
Freeport	*Journal-Standard*	(e)	5,886	4,666	10,552	454	11,006	7	11,013
Galesburg	*Register-Mail*	(e)	7,460	10,548	18,008	1,219	19,227	2	19,229
Jacksonville	*Courier**	(e)	1,727	608	2,335	137	2,472	....	2,472
	Journal*	(m)	1,824	2,510	4,334	556	4,890	....	4,890
	Sunday edition	(S)	1,831	2,508	4,339	556	4,895	....	4,895
Joliet	*Herald-News*	(e)	15,492	5,460	20,952	539	21,491	....	21,491
	Sunday edition	(S)	15,213	5,504	20,717	537	21,254	....	21,254
Kankakee	*Republican-News***	(e)	5,175	4,781	9,956	623	10,579	1	10,580
	** Statement for 4 months ending Sept. 30, 1931.								
	*Republican***	(e)	4,248	4,292	8,540	385	8,925	....	8,925
	** Statement for 2 months ending May 31, 1931.								
Kewanee	*Star-Courier*	(e)	3,936	4,499	8,435	403	8,838	31	8,869
La Salle	*Post-Tribune*	(e)	3,637	4,608	8,245	395	8,640	157	8,797
Lincoln	*Courier*	(e)	2,574	1,581	4,155	284	4,439	....	4,439
Mattoon	*Journal-Gazette & Commercial-Star*	(e)	3,423	1,868	5,291	333	5,624	15	5,639
Moline	*Dispatch*	(e)	10,170	3,891	14,061	492	14,553	....	14,553
Monmouth	*Review-Atlas*	(e)	2,060	2,433	4,493	395	4,888	21	4,909
Mt. Carmel	*Republican-Register**	(e)	1,300	1,938	3,238	285	3,523	....	3,523
Mt. Vernon	*Register-News*	(e)	3,106	2,754	5,860	342	6,202	1	6,203
Murphysboro	*Independent*	(e)	1,676	1,278	2,954	271	3,225	2	3,227

(*Continued from page* 141)

COVER

Georgia's Second Market

BY LOW COMBINATION RATES IN

SAVANNAH MORNING NEWS

AND

SAVANNAH EVENING PRESS

Savannah has a city population of 87,714. It is the metropolis of the Coastal Empire, consisting of the lower portions of Georgia and South Carolina. The population of this region is over one and one-half million people, who are tied to Savannah thru bonds of close cooperative and regional development.

A new cross state highway opening January 19th, is an example of the results of the cooperative efforts of these people. This is not chiefly an industrial region, though this is to the advantage of the Coastal Empire, because it feels depression less and promises recuperation quicker than industrial sections.

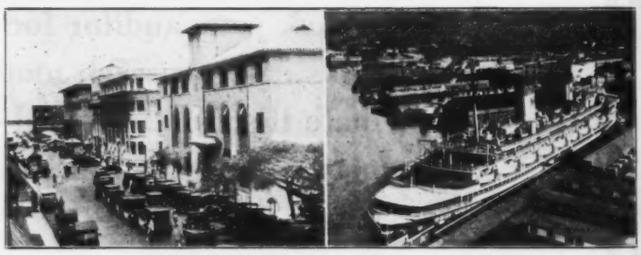
The combination circulation of the Morning News and Evening Press gives complete coverage of the rich South Georgia and Southeast South Carolina markets at the lowest milline rate in the South.

Rates—News (Morning or Sunday) 7c flat
Press (Evening) - - - - 6c flat
Combination (Optional) - - - - 11c flat

National Advertising Representatives

THE CHAS. H. EDDY CO.
New York, Chicago, Boston

GEO. M. KOHN, INC.
Atlanta



HAWAII

A Mid Pacific Market Where There's Money to Be Made

IN 1931—Visiting sales managers, distribution experts, export representatives, many other executives called this "America's White Spot in Business."

IN 1932—It's still all that—and more. Steadily increasing population, expanding buying-power, more people ready to purchase nationally advertised products.

Covered Effectively by

Honolulu Star-Bulletin

Leader in Circulation, Advertising, News Coverage. Authoritative surveys, market information, cheerfully furnished. Hundreds of products have been introduced to the islands through this newspaper's cordial cooperation.
Member A. B. C., Major Market Newspapers, Associated Press.

Representatives: F. P. Alcorn, Inc., 500 Fifth Ave., New York, and 410 N. Michigan Ave., Chicago. R. J. Bidwell Co., 742 Market St., S. F.; Times Building, Los Angeles; White Henry Stuart Bldg., Seattle.

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 140)

ILLINOIS—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Ottawa	*Republican-Times*	(e)	3,844	3,147	6,991	373	7,364	23	7,387
Peoria	*Journal*	(e)	15,551	9,257	24,808	3,249	28,057	403	28,460
	Transcript	(m)	4,680	4,554	9,234	1,083	10,317	406	10,723
	Total daily	(me)	20,231	13,811	34,042	4,332	38,374	809	39,183
	Sunday edition	(S)	17,403	10,439	27,842	8,538	36,380	220	36,600
	Star	(e)	16,839	10,132	26,971	5,423	32,394	15	32,409
	Sunday edition	(S)	16,480	10,245	26,725	11,937	38,662	....	38,662
Pontiac	*Leader*	(e)	1,610	1,418	3,028	313	3,341	67	3,408
Quincy	*Herald-Whig*	(x)	8,753	16,408	25,161	1,372	26,533	1	26,534
	Saturday edition	(y)	8,618	5,936	14,554	547	15,101	....	15,101
	Sunday edition	(S)	8,772	16,592	25,364	1,368	26,732	3	26,735
Rockford	*Register-Republic*	(e)	21,436	8,756	30,192	500	30,692	2	30,694
	Star	(m)	10,532	8,755	19,287	518	19,805	1	19,806
	Total daily	(me)	31,968	17,511	49,479	1,018	50,497	3	50,500
	Sunday edition	(S)	11,777	10,145	21,922	523	22,445	....	22,445
Rock Island	*Argus*	(e)	8,551	4,682	13,233	460	13,693	....	13,693
Springfield	State Journal	(m)	13,931	23,319	37,250	1,491	38,741	14	38,755
	Sunday edition	(S)	13,506	20,939	34,445	1,298	35,743	....	35,743
	State Register	(e)	15,353	17,324	32,677	2,746	35,423	....	35,423
	Sunday edition	(S)	13,740	16,322	30,062	2,647	32,709	....	32,709
Sterling	*Gazette*	(e)	3,290	3,286	6,576	323	6,899	6	6,905
Streator	*Times-Press* *	(e)	3,427	3,185	6,612	527	7,139	93	7,232
Taylorville	*Breeze*	(e)	1,710	1,400	3,110	147	3,257	31	3,288
Waukegan	*Times*	(e)	3,445	1,091	4,536	82	4,618	....	4,618
	News-Sun	(e)	6,436	2,158	8,594	401	8,995	....	8,995

INDIANA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Anderson	*Bulletin*	(e)	8,959	4,180	13,139	443	13,582	8	13,590
	Herald	(m)	5,157	5,435	10,592	1,860	12,452	19	12,471
	Sunday edition	(S)	5,692	4,976	10,668	1,628	12,296	18	12,314
Bloomington	*Telephone*	(e)	3,313	2,276	5,589	1,046	6,635	....	6,635
	World	(e)	2,451	1,807	4,258	243	4,501	34	4,535
Clinton	*Clintonian*	(e)	1,201	661	1,862	252	2,114	....	2,114
Columbus	*Republican*	(e)	2,865	1,692	4,557	243	4,800	2	4,802
Connersville	*News-Examiner*	(e)	3,072	1,357	4,429	211	4,640	....	4,640
Crawfordsville	Review *	(m)	.....	3,961	3,961	231	4,192	....	4,192
	Journal	(e)	2,535	264	2,799	428	3,227	....	3,227
	Total daily	(me)	2,535	4,225	6,760	659	7,419	....	7,419
Elkhart	*Truth*	(e)	9,352	3,966	13,318	441	13,759	3	13,762
Evansville	Courier	(m)	12,386	15,954	28,340	2,436	30,776	55	30,831
	Sunday edition	(S)	17,382	13,839	31,221	1,805	33,026	177	33,203
	Journal	(x)	5,246	4,252	9,498	486	9,984	151	10,135
	Saturday edition	(y)	5,138	1,155	6,293	66	6,359	....	6,359
	Press	(e)	18,238	3,751	22,079	691	22,770	38	22,808
	Sunday edition	(S)	17,475	5,303	22,778	1,776	24,554	33	24,587
Fort Wayne	Journal-Gazette	(m)	16,022	19,125	35,147	7,930	43,077	367	43,444
	Sunday edition	(S)	19,363	9,495	28,858	2,673	31,531	....	31,531
	News-Sentinel	(e)	27,154	17,068	44,222	4,720	48,492	19	48,511
Gary	*Post-Tribune**	(e)	16,959	1,476	18,435	177	18,612	....	18,612
Goshen	*News-Times*	(e)	2,271	1,178	3,449	198	3,647	2	3,649
Huntington	*Herald-Press*	(e)	3,115	2,586	5,701	427	6,128	....	6,128
	Sunday edition	(S)	3,087	2,592	5,679	428	6,107	....	6,107
Indianapolis	*News*	(e)	84,637	25,005	109,642	22,902	132,544	143	132,687
	Star	(m)	54,399	31,756	86,155	26,023	112,178	300	112,478
	Sunday edition	(S)	79,198	33,934	113,132	26,573	139,705	221	139,926
	Times	(e)	54,737	13,282	68,019	4,903	72,922	104	73,026
Kokomo	*Tribune*	(e)	7,458	5,291	12,749	1,545	14,294	5	14,299
Lafayette	*Journal & Courier*	(e)	9,313	5,029	14,342	502	14,844	1	14,845
	Journal & Courier	(m)	133	8,849	8,982	345	9,327	1	9,328
	Total daily	(me)	9,446	13,878	23,324	847	24,171	2	24,173

(*Continued on page* 144)

Character - - -

. . . holding to the principles and ideals of its founders since 1846 has enabled The Daily Pantagraph to keep its circulation, in these uncertain times, within 2 per cent of prosperity levels.

. . . 86 years of fair-dealing and unselfish community leadership have obviated any need for the use of premiums, bargain offers and catch-penny schemes to gain readers.

. . . third and fourth generation of Central Illinoisans look to The Pantagraph today for guidance and counsel, as did their pioneer forefathers.

The Daily Pantagraph

BLOOMINGTON, ILL.

Representatives: CHAS. H. EDDY CO., New York, Boston, Chicago

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WOMEN'S CLOTHING	ACCESSORIES
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RADIO	GROCERIES
ELECTRICAL APPLIANCES	STATIONERS
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Member Major Market Newspapers, Inc.

CAMPBELL SMITH & COMPANY
CERTIFIED PUBLIC ACCOUNTANTS
110 EAST 42ND STREET
NEW YORK

J. M. Huber, Inc.
460 West 34th St.,
New York, N. Y.

January 20, 1932.

Gentlemen:

We hereby certify the following analysis of your newspaper accounts as of December 31, 1931:

Total Domestic and Foreign Accounts-840

We have broken these accounts down into the following groups:

Accounts buying 10 years or longer -48 - 20%
Accounts buying from 5 to 10 years -81 - 34%
Accounts buying under 5 years -80 - 34%
Accounts buying less than 1 year -31 - 13%

This last group consists only of accounts from whom regular orders have been obtained; trial orders not being considered as regular business. There 31 accounts may therefore be considered as new, steady business.

We are enclosing the list of individual accounts on which this analysis is based, for your records.

Respectfully Submitted,

Campbell Smith & Co.

WAC/S

Aberdeen, S. D.	American
Aberdeen, S. D.	News
Alexandria, Va.	Gazette
Alton, Ill.	Evening Telegraph
Antofagasta, Chile	El Mercurio
Arequipa, Peru	El Pueblo
Ashland, Kentucky	Independent
Ashtabula, Ohio	Star-Beacon
Atlanta, Georgia	Constitution
Attleboro, Mass.	Sun
Baltimore, Md.	Post
Barranquilla, Columbia	La Nacion
Bartlesville, Okla.	Examiner
Beckley, West Va.	Post-Herald
Beckley, West Va.	Raleigh-Register
Bogota, Columbia	Mundo al Dia
Bogota, Columbia	El Tiempo
Boston, Mass.	Herald
Boston, Mass.	Post
Boston, Mass.	Daily Record
Boston, Mass.	Traveler
Bridgeport, Conn.	Post
Bridgeport, Conn.	Telegram
Bridgeport, Conn.	Times-Star
Bristol, Conn.	Press
Brooklyn, N. Y.	Advertiser
Brooklyn, N. Y.	Home News
Brooklyn, N. Y.	Home Talk
Brooklyn, N. Y.	Lithuanian Cooperative Publ. Co.
Buenos Aires, Argentine	Critica
Buenos Aires, Argentine	Jornada
Burlington, Iowa	Gazette
Calcutta, India	The Statesman
Cambridge, Md.	Banner
Caracas, Venzuela	El Heraldo
Caracas, Venzuela	El Impulso
Caracas, Venzuela	El Universal
Cedar Rapids, Iowa	Gazette & Republican
Centralia, Ill.	Sentinel
Chicago, Ill.	Abendpost
Chillicothe, Ohio	News-Advertiser
Chester, Pa.	Times
Cleveland, Ohio	News
Cleveland, Ohio	Press
Cleveland, Ohio	Shopping News
Cordoba, Argentine	El Pais
Cordoba, Argentine	La Voz del Interior
Cordoba, Argentine	Los Principios
Decatur, Ill.	Herald
Decatur, Ill.	Review
Des Moines, Iowa	Register
Des Moines, Iowa	Tribune
Dowagiac, Mich.	News
East St. Louis, Ill.	Daily Journal
Easton, Md.	Star-Democrat
Edwardsville, Ill.	Intelligencer
El Paso, Texas	Herald
El Paso, Texas	Post
Elizabeth City, N. C.	Independent
Fairfield, Iowa	Daily Ledger
Fairmont, West Va.	Times
Fairmont, West Va.	West Virginian
Fall River, Mass.	Herald-News
Fitchburg, Mass.	Post
Flushing, L. I., N. Y.	Journal
Fort Worth, Texas	Press
Fremont, Nebr.	Tribune
Goshen, Ind.	News-Times
Grand Forks, N. D.	Herald
Gulfport, Miss.	Daily Herald
Haiti, Port Au Prince	Le Matin
Hanover, Pa.	Evening Sun
Harrisburg, Pa.	Telegraph
Hartford, Conn.	Catholic Transcript
Hartford, Conn.	Courant
Havana, Cuba	Karikato, S. A.
Havana, Cuba	Bohemia, S. A.
Havana, Cuba	El Pais Excelsior
Haverhill, Mass.	Gazette
Iowa City, Iowa	Daily Iowan
Jackson, Miss.	Clarion-Ledger
Jacksonville, Ill.	Journal
Jacksonville, Ill.	Courier
Jamaica, L. I., N. Y.	L. I. Daily Press
Johnstown, Pa.	Democrat
Johnstown, Pa.	Tribune
Kansas City, Mo.	Journal Post
La Plata, Argentine	El Dia
Latrobe, Pa.	Bulletin
Lethbridge, Alberta, Can.	Herald
Lima, Peru	El Comercio
Lima, Peru	La Cronica
Lincoln, Nebr.	Star
Little Rock, Ark.	Arkansas Democrat
Little Rock, Ark.	Arkansas Gazette
Long Island City, N. Y.	Daily Star
Lorain, Ohio	Journal
Louisville, Ky.	Herald-Post
Lowell, Mass.	Sun
Lynn, Mass.	Item
Managua, Nicaragua	La Prensa
Mason City, Iowa	Globe-Gazette
Meriden, Conn.	Record
Meriden, Conn.	Journal
Merida, Yucatan, Mexico	Diario de Yucatan
Mexico, D. F. Mexico	El Universal
Mexico, D. F. Mexico	La Prensa
Mexico, D. F. Mexico	Nacional
Middletown, Conn.	Press
Minneapolis, Minn.	Journal
Minneapolis, Minn.	Star
Moline, Ill.	Dispatch
Monroe, La.	News-Star
Monroe, La.	World
Montreal, Canada	Le Miroir
Monterey, N. L. Mexico	El Porvenir
Muscatine, Iowa	Journal
Muscatine, Iowa	News-Tribune
Nashville, Tenn.	Banner
Newark, Ohio	Advocate
New Bedford, Mass.	Portugese Daily News
New Bedford, Mass.	Shopping News
New Bedford, Mass.	Standard Mercury
New Bedford, Mass.	Times
New Bern, S. C.	Sun-Journal
New Britain, Conn.	Herald
New London, Conn.	Day
New York City	The Advocate
New York City	Amsterdam News
New York City	Atlantic Daily
New York City	Bronx Home News
New York City	Catholic News
New York City	The Chief
New York City	Courier des Etats Unis
New York City	Daily News Record
New York City	Dennik
New York City	German Almanac
New York City	Glass Naroda
New York City	Herald-Tribune
New York City	Herold
New York City	Jewish Day
New York City	Jewish Forward
New York City	Jewish Morning Journal
New York City	Journal of Commerce
New York City	Northside Press
New York City	Produce Bulletin
New York City	Produce News
New York City	Retailers' Executive
New York City	Retailers' Home Furnishing
New York City	Staats Zeitung
New York City	Times
New York City	Volkszeitung
New York City	Wall Street Journal
New York City	Women's Wear Daily
New York City	World-Telegram
Norfolk, Nebr.	News
Norfolk, Va.	Ledger-Dispatch
Norwalk, Conn.	Hour
Norwich, N. Y.	Sun
Omaha, Nebr.	Tribune
Omaha, Nebr.	World-Herald
Oswego, N. Y.	Palladium-Times
Ottumwa, Iowa	Courier
Panama, R. P.	El Bolitin
Pawtucket, R. I.	Times
Peekskill, N. Y.	Evening Star
Peekskill, N. Y.	Highland Democrat
Pennsburg, Pa.	Town & Country
Petersburg, Va.	Progress & Index
Pittsburgh, Pa.	Press
Poplar Bluff, Mo.	American Republic
Pottstown, Pa.	Daily News
Providence, R. I.	Bulletin
Providence, R. I.	Journal
Providence, R. I.	News-Tribune
Providence, R. I.	Visitor
Quincy, Mass.	Evening News
Racine, Wisc.	Journal-News
Racine, Wisc.	Times-Call
Richmond, Va.	News-Leader
Rio de Janeiro, Brazil	Diario Carioca
Rutland, Vt.	Herald
Salem, Mass.	News
Sandusky, Ohio	Register
Sandusky, Ohio	Star-Journal
Santiago, Chile	El Diario Illustrado
Santiago, Chile	El Mercurio
Santiago, Chile	La Nacion
Santo Dominno, R. D.	Listin Diario
Sao Paulo, Brazil	A Gazeta
Scranton, Pa.	Republican
Scranton, Pa.	Times
Shanghai, China	Shun Pao
Shanghai, China	Sin Wan Pao
Shenandoah, Iowa	Sentinel-World
Shreveport, La.	Times
Sidney, Ohio	News
Sidney, Ohio	Shelby News
Sioux City, Iowa	Journal
Sioux City, Iowa	Tribune
South Bend, Ind.	News-Times
Springfield, Ill.	Ill. State Journal
Springfield, Ill.	Ill. State Register
Springfield, Mass.	News
Springfield, Mass.	Republican
Springfield, Mass.	Shopping News
Springfield, Mass.	Union
St. Joseph, Mo.	Gazette
St. Joseph, Mo.	News-Press
St. Louis, Mo.	Daily Record
St. Louis, Mo.	Star
St. Louis, Mo.	Times
St. Louis, Mo.	Westliche Post
St. Paul, Minn.	Dispatch
St. Paul, Minn.	News
St. Paul, Minn.	Pioneer-Press
Trenton, N. J.	State Gazette
Trenton, N. J.	Times
Tulsa, Okla.	Tribune
Tulsa, Okla.	World
Tunis, Tunisia	La Depeche Tunisienne
Union City, N. J.	Hudson Dispatch
Vancouver, B. C., Canada	Daily Province
Vancouver, B. C., Canada	Star
Washington, D. C.	Labor Paper
Washington, D. C.	News
Washington, D. C.	Post
Washington, D. C.	Star
Washington, D. C.	U. S. Daily
Watertown, N. Y.	Times
West Warwick, R. I.	Pawtuxet Valley Times
Wilkes Barre, Pa.	Record
Williamson, West Va.	News
Willimantic, Conn.	Chronicle
Wilmington, Dela.	Every Evening
Worcester, Mass.	Gazette
Worcester, Mass.	Telegram
Yonkers, N. Y.	Herald
Yonkers, N. Y.	Statesman
Youngstown, Ohio	Telegram

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Main office—460 West 34th St., New York, N. Y.

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 141)

INDIANA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Logansport	*Pharos-Tribune*	(e)	4,468	6,097	10,565	1,749	12,314	4	12,318
	Press	(m)	3,369	6,999	10,368	1,956	12,324	25	12,349
	Sunday edition	(S)	3,552	7,028	10,680	1,952	12,632	....	12,632
Madison	*Courier*	(e)	1,186	1,408	2,594	299	2,893	1	2,894
Marion	Leader-Tribune	(m)	4,327	4,430	8,757	322	9,079	....	9,079
	Chronicle	(e)	6,564	2,262	8,826	182	9,008	....	9,008
	Total daily	(me)	10,891	6,692	17,853	504	18,087	99	18,186
	Sunday edition	(S)	9,073	6,595	15,668	497	16,165	51	16,216
Muncie	*Press*	(e)	8,289	5,107	13,396	1,294	14,690	....	14,690
	Star	(m)	9,501	10,363	19,864	3,473	23,337	6	23,343
	Sunday edition	(S)	8,356	5,500	13,856	1,286	15,142	....	15,142
Plymouth	*Pilot*	(e)	830	1,215	2,045	244	2,289	61	2,350
Princeton	*Clarion-News*	(e)	1,097	1,043	2,140	123	2,263	22	2,285
Richmond	Item	(m)	2,497	9,663	12,160	1,017	13,177	49	13,226
	Palladium	(e)	7,380	2,925	10,305	234	10,539	3	10,542
	Total daily	(me)	9,877	12,588	22,465	1,251	23,716	52	23,768
	Sunday edition	(S)	3,963	9,745	13,438	1,016	14,454	12	14,466
South Bend	*News-Times**	(e)	17,920	8,033	25,953	2,056	28,009	....	28,009
	Sunday edition	(S)	16,855	8,126	24,981	2,060	27,041	....	27,041
	*Tribune**	(e)	17,688	9,356	27,044	3,157	30,201	22	30,223
	Sunday edition	(S)	16,484	9,332	25,816	3,187	29,003	3	29,006
Terre Haute	Star	(m)	10,172	11,230	21,402	2,035	23,437	....	23,437
	Tribune	(e)	15,474	7,357	22,831	2,558	25,389	....	25,389
	Sunday edition	(S)	16,668	10,363	27,031	2,270	29,301	....	29,301
Vincennes	*Sun-Commercial**	(x)	4,105	4,116	8,221	833	9,054	....	9,054
	Saturday edition	(y)	4,104	820	4,924	128	5,052	....	5,052
	Sunday edition	(S)	4,051	4,131	8,182	844	9,026	....	9,026

IOWA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Boone	*News-Republican**	(e)	2,898	1,723	4,621	207	4,828	14	4,842
Burlington	*Gazette*	(e)	6,652	5,148	11,800	840	12,640	....	12,640
	Hawk-Eye	(m)	2,928	7,235	10,163	1,055	11,218	40	11,258
	Sunday edition	(S)	4,701	7,258	11,959	1,162	13,121	17	13,138
Cedar Rapids	*Gazette & Republican*	(e)	15,399	15,902	31,301	3,861	35,162	79	35,241
	Sunday edition	(S)	14,138	15,875	30,013	3,894	33,907	26	33,933
Clinton	*Herald*	(e)	6,657	10,260	16,917	1,109	18,026	2	18,028
Council Bluffs	*Nonpareil**	(x)	7,470	8,340	15,810	823	16,633	....	16,633
	Saturday edition	(y)	7,358	3,181	10,539	463	11,002	....	11,002
	Sunday edition	(S)	7,483	8,315	15,798	832	16,630	....	16,630
Davenport	*Democrat & Leader*	(e)	6,901	5,737	12,638	1,591	14,229	3	14,232
	Sunday edition	(S)	9,761	6,016	15,777	1,612	17,389	19	17,408
	Times	(e)	16,543	7,356	23,899	1,429	25,328	....	25,328
Des Moines	Register	(m)	32,939	48,043	80,982	45,468	126,450	449	126,899
	Tribune	(e)	47,215	56,582	103,797	10,597	114,394	242	114,636
	Total daily	(me)	80,154	104,625	184,779	56,065	240,844	691	241,535
	Sunday edition	(S)	44,303	77,438	121,741	92,718	214,459	142	214,601
Dubuque	Catholic Tribune	(m)	National Distribution			.....	20,583	16	20,599
	Telegraph-Herald & Times-Journal	(e)	10,652	21,493	32,145	983	33,128	1	33,129
	Sunday edition	(S)	10,953	21,516	32,469	1,001	33,470	8	33,478
Fort Dodge	*Messenger & Chronicle*	(e)	5,213	6,833	12,046	569	12,615	8	12,623
Fort Madison	*Democrat**	(e)	2,712	2,075	4,787	386	5,173	3	5,176
Iowa City	*Press-Citizen*	(e)	3,826	2,771	6,597	469	7,066	2	7,068
Keokuk	*Gate City*	(e)	3,171	2,134	5,305	290	5,595	10	5,605
Marshalltown	*Times-Republican**	(e)	3,631	6,325	9,956	796	10,752	....	10,752
Mason City	*Globe-Gazette**	(e)	6,217	9,859	16,076	1,435	17,511	....	17,511
Muscatine	*Journal & News-Tribune*	(e)	3,508	3,244	6,752	352	7,104	....	7,104
Newton	*News*	(e)	2,242	1,569	3,811	202	4,013	77	4,090
Oskaloosa	*Herald*	(e)	2,331	2,266	4,597	225	4,822	72	4,894
Ottumwa	*Courier*	(e)	7,157	6,241	13,398	1,097	14,495	....	14,495
Sioux City	Journal	(me)	15,945	35,554	51,509	10,868	62,377	70	62,447
	Sunday edition	(S)	17,277	23,447	40,724	8,050	48,774	63	48,837
	Tribune	(e)	14,234	36,884	51,118	12,328	63,446	3	63,449
Washington	*Journal*	(e)	1,192	1,319	2,511	336	2,847	....	2,847
Waterloo	*Courier*	(e)	11,126	19,034	30,160	1,194	31,354	50	31,404
	Sunday edition	(S)	10,795	18,948	29,743	1,194	30,937	49	30,986

KANSAS

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Arkansas City	*Traveler*	(e)	3,212	2,548	5,760	317	6,077	4	6,081
Atchison	*Globe**	(e)	3,106	2,431	5,537	1,223	6,760	52	6,812
Chanute	*Tribune**	(e)	1,460	2,057	3,517	319	3,836	25	3,861
Emporia	*Gazette**	(e)	3,366	2,210	5,576	462	6,038	7	6,045
Hutchinson	Herald	(m)	2,709	5,936	8,645	3,898	12,543	1	12,544
	News	(e)	6,781	4,494	11,275	3,327	14,602	12	14,614
	Total daily	(me)	9,490	10,430	19,920	7,225	27,145	13	27,158
	Sunday edition	(S)	3,473	6,124	9,597	4,013	13,610	....	13,610
Independence	*Reporter**	(e)	2,999	1,655	4,654	213	4,867	2	4,869
Kansas City	*Kansan**	(e)	20,707	318	21,025	196	21,221	23	21,244
	Sunday edition	(S)	20,651	329	20,980	205	21,185	9	21,194
Lawrence	*Journal-World**	(e)	2,938	2,023	4,961	618	5,579	24	5,603
Leavenworth	*Times*	(e)	4,175	2,687	6,862	397	7,259	9	7,268
	Sunday edition	(S)	4,305	2,688	6,993	396	7,389	5	7,394
Ottawa	*Herald**	(e)	2,347	1,890	4,237	704	4,941	....	4,941
Parsons	*Sun*	(e)	2,877	2,087	4,964	255	5,219	5	5,224
	Sunday edition	(S)	2,882	2,089	4,971	255	5,226	3	5,229
Pittsburg	*Headlight**	(e)	3,413	1,726	5,139	193	5,332	45	5,377
	Sun*	(m)	1,482	4,212	5,694	163	5,857	14	5,871
	Total daily	(me)	4,895	5,938	10,833	356	11,189	59	11,248
	Sunday edition	(S)	1,625	4,250	5,875	162	6,037	10	6,047
Salina	*Journal*	(e)	4,936	4,614	9,550	3,738	13,228	5	13,233
Topeka	Capital	(m)	13,367	14,512	27,879	16,492	44,371	182	44,553
	Sunday edition	(S)	14,680	13,863	28,543	15,849	44,392	161	44,553
	State Journal	(e)	12,681	4,719	17,400	3,189	20,589	101	20,690
Wichita	*Beacon***	(e)	23,071	20,100	43,171	22,134	65,305	210	65,515
	Sunday edition	(S)	25,038	23,459	48,497	26,520	75,017	257	75,274
	Eagle**	(m)	24,747	17,995	42,742	14,430	57,172	25	57,197
	*Eagle***	(e)	20,345	6,374	26,719	3,550	30,269	13	30,282
	Total daily	(me)	45,092	24,369	69,461	17,980	87,441	38	87,479
	Sunday edition	(S)	26,702	20,864	47,566	18,280	65,846	23	65,869

KENTUCKY

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Ashland	*Independent**	(e)	4,996	2,342	7,338	498	7,836	....	7,836
	Sunday edition	(S)	5,116	2,820	7,936	678	8,614	....	8,614
Bowling Green	*Park City News*	(e)	2,313	656	2,969	228	3,197	....	3,197
Henderson	Gleaner*	(m)	868	1,638	2,506	223	2,729	....	2,729
	Sunday edition	(S)	1,590	1,660	3,250	222	3,472	....	3,472
Lexington	Herald	(m)	5,740	6,889	12,629	6,002	18,631	50	18,681
	Sunday edition	(S)	5,939	6,458	12,397	5,191	17,588	32	17,620
	Leader	(e)	10,576	5,056	15,632	5,229	20,861	7	20,868
	Sunday edition	(S)	10,429	5,135	15,564	5,207	20,771	....	20,771
Louisville	Courier-Journal	(m)	44,401	16,682	61,083	36,994	98,077	138	98,215
	Times	(e)	66,881	19,449	86,330	14,275	100,605	199	100,804
	Total daily	(me)	111,282	36,131	147,413	51,269	198,682	337	199,019
	Sunday edition	(S)	81,121	26,306	107,427	52,691	160,118	361	160,479
	Herald-Post	(e)	29,470	11,851	41,321	12,547	53,868	167	54,035
	Sunday edition	(S)	26,735	8,570	35,305	7,369	42,674	....	42,674
Owensboro	*Inquirer*	(e)	3,551	2,765	6,316	132	6,448	....	6,448
	Messenger	(m)	2,269	5,034	7,303	494	7,797	....	7,797
	Total daily	(me)	5,820	7,799	13,619	626	14,245	....	14,245
	Sunday edition	(S)	5,475	7,998	13,473	674	14,147	....	14,147
Paducah	*Sun-Democrat*	(e)	5,417	10,503	15,920	292	16,212	1	16,213
	Sunday edition	(S)	5,595	10,581	16,176	294	16,470	1	16,471

LOUISIANA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Baton Rouge	Advocate*	(m)	2,210	607	2,817	342	3,159	....	3,159
	*State-Times**	(e)	8,451	1,172	9,623	316	9,939	....	9,939
	Total daily	(me)	10,661	1,779	12,440	658	13,098	....	13,098
	Sunday edition	(S)	3,511	636	4,147	340	4,487	....	4,487

LOUISIANA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Monroe	*News-Star*	(e)	5,180	4,216	9,396	610	10,006	....	10,006
	World	(m)	2,635	2,898	5,533	1,579	7,112	....	7,112
	Sunday edition	(S)	5,794	5,788	11,582	2,218	13,800	4	13,804
New Orleans	*Item*	(x)	49,495	4,974	54,469	3,220	57,689	99	57,788
	Item	(y)	43,491	4,853	48,344	3,024	51,368	72	51,440
	Tribune	(m)	36,894	4,238	41,132	528	41,660	111	41,771
	Sunday edition	(S)	55,702	8,893	64,595	15,761	80,356	122	80,478
	States	(x)	36,768	4,746	41,514	4,084	45,598	138	45,736
	Saturday edition	(y)	26,647	4,565	31,212	3,525	34,737	109	34,846
	Sunday edition	(S)	48,481	9,936	58,417	25,262	83,679	75	83,754
	Times-Picayune	(m)	61,861	15,343	77,204	23,193	100,397	314	100,711
	Sunday edition	(S)	76,907	20,263	97,170	40,128	137,298	232	137,530
Shreveport	*Journal*	(e)	13,052	8,132	21,184	1,233	22,417	....	22,417
	Times	(m)	11,024	11,969	22,993	8,885	31,878	....	31,878
	Sunday edition	(S)	15,833	15,307	31,140	11,916	43,056	....	43,056

MAINE

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Augusta	Kennebec Journal	(m)	4,180	5,733	9,913	938	10,851	94	10,945
Lewiston	Sun	(m)	6,657	9,144	15,801	2,811	18,612	141	18,753
	Journal	(e)	6,768	2,855	9,603	2,738	12,341	15	12,356
	Total daily	(me)	13,425	11,979	25,404	5,549	30,953	156	31,109
Portland	*News*	(e)	9,594	4,937	14,531	4,855	19,386	2	19,388
	Press-Herald	(m)	13,459	10,867	24,326	15,186	39,512	158	39,670
	Express	(e)	15,732	4,773	20,505	3,669	24,174	102	24,276
	Total daily	(me)	29,191	15,640	44,831	18,855	63,686	260	63,946
	Sunday edition	(S)	18,349	9,708	28,057	17,575	45,632	43	45,675

MARYLAND

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Baltimore	American	(S)	131,282	13,717	144,999	54,437	199,436	....	199,436
	News	(e)	124,942	12,118	137,060	18,714	155,774	4	155,778
	Post	(e)	76,220	1,407	77,627	316	77,943	....	77,943
	Sun	(m)	111,750	8,974	120,724	26,831	147,555	471	148,026
	Sun	(e)	124,732	10,398	135,130	8,374	143,504	134	143,638
	Total daily	(me)	236,482	19,372	255,854	35,205	291,059	605	291,664
	Sunday edition	(S)	146,144	14,379	160,523	31,529	192,052	250	192,302
Cumberland	News	(m)	3,546	2,860	6,406	1,659	8,065	8	8,073
	Times	(e)	8,197	5,785	13,982	945	14,927	....	14,927
	Sunday edition	(S)	7,812	5,932	13,744	940	14,684	....	14,684
Hagerstown	Herald	(m)	2,606	2,562	5,168	310	5,478	153	5,631
	Mail	(e)	6,666	2,348	9,014	319	9,333	29	9,362
	Total daily	(me)	9,272	4,910	14,182	629	14,811	182	14,993

MASSACHUSETTS

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Attleboro	*Sun**	(e)	4,083	1,496	5,579	319	5,898	2	5,900
Boston	*American*	(e)	173,415	38,588	211,973	41,347	253,320	131	253,320
	Advertiser	(S)	126,165	64,711	190,876	245,635	436,511	....	436,511
	Christian Science Monitor	(e)	National Distribution				124,751	5,613	130,364
	Globe	(m)	66,178	21,549	87,727	54,710	142,437	11	142,448
	Globe	(e)	129,280	16,933	146,213	7,371	153,584	13	153,597
	Total daily	(me)	195,458	38,482	233,940	62,081	296,021	24	296,045
	Sunday edition	(S)	193,467	55,571	249,038	95,440	344,478	12	344,490
	Herald	(m)	62,999	19,468	82,467	35,209	117,676	2,756	120,432
	Traveler	(e)	133,521	15,114	148,635	11,095	159,730	19	159,749
	Total daily	(me)	196,520	34,582	231,102	46,304	277,406	2,775	280,181
	Sunday edition	(S)	68,246	26,478	94,724	46,089	140,813	44	140,857
	Post	(m)	205,282	56,052	261,334	114,910	376,244	750	376,990
	Sunday edition	(S)	128,191	73,735	201,926	129,270	331,196	345	331,541
	Record	(m)	147,448	34,160	181,608	96,246	277,854	....	277,854
	Transcript	(x)	24,486	4,042	28,528	6,552	35,080	....	35,080
	Saturday edition	(y)	30,581	6,689	37,270	10,433	47,703	....	47,703

(*Continued on page* 146)

Families and Circulation in Lawrence, Massachusetts and its suburbs---

	Number of Families	Eagle-Tribune Circulation	PerCent. of Coverage
Lawrence	17,791	19,840	111.51%*
Methuen	4,996	3,114	62.32%
Andover	2,302	1,563	67.89%
North Andover	1,597	1,460	91.42%
Salem, N. H.	836	466	55.74%
Greater Lawrence Totals	27,522	26,443	96.07%

* Excess accounted for by railroad station and train sales, together with street and newsstand sales to residents of the surrounding towns who are employed in Lawrence.

26,956

Average Daily Net Paid Circulation
12 Months, ending Dec. 31, 1931
(Member Audit Bureau of Circulations)

Number of Families in the above taken from the 1932 Major Market Newspapers' Survey of the Lawrence Massachusetts area.

The Lawrence Eagle-Tribune

MORNING—EVENING

BRYANT, GRIFFITH & BRUNSON, INC., *Representatives*

Boston, New York, Detroit, Chicago and Atlanta

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CERTIFIED ACE*

Anything that we might say about the Certified ACE* has already been said and claimed for other dry mats.

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For dependable Stereotyping—use Certified Dry Mats

Made in U. S. A.

*Trade-mark registered United States Patent Office

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 144)

MASSACHUSETTS—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Brockton	*Enterprise**	(e)	14,209	9,389	23,598	1,520	25,118	36	25,154
	*Times**	(e)	3,191	6,532	9,723	380	10,103	....	10,103
Clinton	*Item*	(e)	2,342	198	2,540	61	2,601	....	2,601
Fall River	*Herald-News*	(e)	23,585	4,576	28,161	1,604	29,765	....	29,765
Fitchburg	*Sentinel*	(e)	8,723	2,460	11,183	415	11,601	27	11,628
Gloucester	*Times**	(e)	5,910	1,172	7,082	451	7,533	....	7,533
Greenfield	*Recorder*	(e)	3,218	2,118	5,336	113	5,449	2	5,451
Haverhill	*Gazette*	(e)	12,274	3,083	15,357	511	15,868	....	15,868
Lawrence	Eagle	(m)	1,794	222	2,016	34	2,050	....	2,050
	Tribune	(e)	17,297	6,308	23,605	945	24,550	....	24,550
	Total daily	(me)	19,091	6,530	25,621	979	26,600	....	26,600
Lowell	Courier-Citizen*	(m)	9,483	2,875	12,358	1,353	13,711	....	13,711
	*Leader**	(e)	2,721	222	2,943	58	3,001	....	3,001
	Total daily	(me)	12,204	3,097	15,301	1,411	16,712	100	16,812
Lynn	*Item**	(e)	12,384	4,208	16,592	667	17,259	18	17,277
	Telegram-News	(e)	.....	.....	.....	.....	.....	....	.....
	Sunday edition	(S)	.....	.....	.....	.....	.....	....	.....
New Bedford	Standard**	(e)	12,430	4,152	16,582	3,407	19,989	4	19,993
	Mercury**	(m)	6,329	922	7,251	542	7,793	232	8,025
	Total daily	(me)	18,759	5,074	23,833	3,949	27,782	236	28,018
	Sunday edition	(S)	15,515	4,304	19,819	4,529	24,348	57	24,405
	*Times**	(e)	18,531	5,508	24,039	8,045	32,084	9	32,084
Newburyport	*News**	(e)	3,468	1,594	5,062	314	5,376	38	5,414
North Adams	*Transcript*	(e)	5,125	4,420	9,545	921	10,466	73	10,539
Northampton	*Hampshire Gazette*	(e)	5,115	2,348	7,463	296	7,759	....	7,759
Pittsfield	*Berkshire Eagle*	(e)	12,397	6,453	18,850	701	19,551	13	19,564
Quincy	*News*	(e)	5,376	2,843	8,219	220	8,439	5	8,444
Salem	*News**	(e)	9,968	11,005	20,973	478	21,451	....	21,451
Taunton	*Gazette**	(e)	7,828	770	8,598	342	8,940	68	9,008
Worcester	*Post*	(e)	21,937	9,410	31,347	313	31,660	356	32,216
	Telegram	(m)	23,855	13,175	37,030	5,619	42,649	362	43,011
	Gazette	(e)	32,688	21,924	54,612	7,833	62,445	8	62,453
	Total daily	(me)	56,543	35,099	91,642	13,452	105,094	370	105,464
	Sunday edition	(S)	30,910	17,244	48,154	4,876	53,030	143	53,173

MICHIGAN

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Adrian	*Telegram*	(e)	3,390	5,502	8,892	735	9,627	....	9,627
Alpena	*News*	(e)	2,520	1,308	3,828	156	3,984	....	3,984
Ann Arbor	*News**	(e)	7,707	1,950	9,657	507	10,164	184	10,348
Battle Creek	*Enquirer-News*	(x)	9,603	3,889	13,492	281	13,773	4	13,777
	Saturday edition	(y)	9,395	1,733	11,128	.....	11,128	....	11,128
	Sunday edition	(S)	9,765	3,949	13,714	282	13,996	8	14,004
	Moon-Journal	(e)	7,551	1,605	9,156	400	9,556	33	9,589
Bay City	*Times*	(x)	11,578	6,522	18,100	1,575	19,675	10	19,685
	Saturday edition	(y)	11,524	6,521	18,045	1,571	19,616	....	19,616
	Sunday edition	(S)	11,351	6,340	17,691	1,561	19,252	....	19,252
Detroit	Free Press	(m)	130,482	25,432	155,914	48,702	204,616	998	205,614
	Sunday edition	(S)	120,308	41,186	161,494	112,309	273,803	202	274,005
	Mirror	(m)	78,192	9,402	87,594	1,795	89,389	19	89,408
	News	(e)	223,757	53,750	277,507	17,679	295,186	253	295,439
	Sunday edition	(S)	213,323	65,184	278,507	64,800	343,307	188	343,495
	Times	(x)	206,327	38,119	244,446	28,225	272,671	248	272,919
	Saturday edition	(y)	171,330	35,532	206,862	26,103	232,965	62	233,027
	Sunday edition	(S)	173,952	50,896	224,848	91,132	315,980	194	316,174
Flint	*Journal*	(x)	36,413	9,559	45,972	1,118	47,090	....	47,090
	Saturday edition	(y)	35,868	7,732	43,600	1,082	44,682	....	44,682
	Sunday edition	(S)	34,730	9,108	43,838	530	44,368	....	44,368
Grand Rapids	Herald	(m)	13,185	11,390	24,575	11,473	36,048	124	36,172
	Sunday edition	(S)	22,603	8,773	31,376	4,263	35,639	79	35,718
	Press	(e)	47,976	23,793	71,769	12,885	84,654	180	84,834
Hilledale	*News*	(e)	1,509	3,037	4,546	236	4,782	9	4,791
Jackson	*Citizen-Patriot*	(x)	16,489	8,244	24,733	1,276	26,009	103	26,112
	Saturday edition	(y)	16,402	4,193	20,595	442	21,037	....	21,037
	Sunday edition	(S)	16,144	8,068	24,212	1,242	25,454	1	25,455
Kalamazoo	*Gazette*	(e)	16,954	10,360	27,314	1,338	28,652	....	28,652
	Sunday edition	(S)	15,992	10,780	26,772	1,396	28,168	....	28,168
Lansing	*Capital News**	(e)	5,766	4,186	9,952	774	10,276	11	10,726
	*State Journal**	(e)	20,334	12,667	33,001	8,393	41,394	21	41,415
Ludington	*News*	(e)	1,887	1,769	3,656	224	3,880	4	3,884
	Sunday edition	(S)	1,894	1,754	3,648	224	3,872	4	3,876
Marquette	Mining Journal	(m)	2,985	3,531	6,516	1,875	8,391	....	8,391
Monroe	*News*	(e)	4,054	2,631	6,685	282	6,967	13	6,980
Muskegon	*Chronicle*	(e)	15,493	4,213	19,706	426	20,132	1	20,133
Pontiac	*Press*	(e)	15,903	8,668	24,571	1,254	25,825	46	25,871
Port Huron	*Times-Herald*	(e)	7,985	11,819	19,804	369	20,173	12	20,185
Saginaw	*News*	(e)	19,200	7,473	26,673	1,406	28,079	26	28,105
	Sunday edition	(S)	18,849	7,101	25,950	1,375	27,325	4	27,329
St. Joseph	*Herald-Press*	(e)	1,887	2,366	4,253	300	4,553	3	4,558
Three Rivers	*Commercial*	(e)	1,526	1,215	2,741	132	2,873	100	2,973

MINNESOTA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Albert Lea	*Tribune*	(e)	2,498	2,258	4,756	262	5,018	12	5,030
Austin	*Herald*	(e)	2,805	2,071	4,876	224	5,100	38	5,138
Duluth	*Herald*	(e)	21,770	12,841	34,611	5,506	40,117	111	40,228
	News-Tribune	(m)	15,234	16,737	31,971	2,684	34,655	11	34,666
	Total daily	(me)	37,004	29,578	66,582	8,190	74,772	122	74,894
	Sunday edition	(S)	16,584	13,264	29,848	709	30,557	10	30,567
Fergus Falls	*Journal**	(e)	1,561	5,477	7,038	541	7,579	1	7,580
Hibbing	*Tribune*	(e)	3,151	1,957	5,108	421	5,529	3	5,532
Mankato	*Free Press*	(e)	3,596	3,986	7,582	1,702	9,284	42	9,326
Minneapolis	*Journal*	(e)	66,377	5,140	71,517	49,213	120,730	395	121,125
	Sunday edition	(S)	77,135	6,465	83,600	84,487	168,087	103	168,190
	Star	(e)	52,316	2,159	54,475	18,482	72,957	231	73,188
Minneapolis	Tribune	(m)	35,967	3,645	39,612	29,637	69,249	124	69,373
	Tribune	(e)	44,425	2,933	47,358	17,640	64,998	444	65,442
	Total daily	(me)	80,392	6,578	86,970	47,277	134,247	568	135,815
	Sunday edition	(S)	85,109	8,129	93,238	85,917	179,155	183	179,338
Rochester	*Post-Bulletin*	(e)	4,454	5,898	10,352	352	10,704	11	10,715
St. Cloud	*Times & Journal-Press**	(e)	4,251	3,941	8,192	841	9,033	5	9,038
St. Paul	*Dispatch*	(e)	58,750	6,684	65,434	24,587	90,021	471	90,492
	Pioneer Press	(m)	54,979	7,357	62,336	14,303	76,639	602	77,241
	Total daily	(me)	113,729	14,041	127,770	38,890	166,660	1,073	167,733
	Sunday edition	(S)	57,451	7,931	65,382	68,296	134,678	170	134,848
	News	(e)	43,374	4,795	48,169	34,521	82,690	371	83,061
	Sunday edition	(S)	38,424	4,406	42,830	14,968	57,798	80	57,878
Winona	*Republican-Herald*	(e)	5,100	7,184	12,284	1,411	13,695	4	13,699

(*Continued on page* 148)

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was NOT obtained through
CONTESTS, PREMIUMS OR FORCED CIRCULATION

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Editor & Publisher

Your Press Drive Determines Your Press Production

THE CLINE SYSTEM OF PRESS CONTROL
INSURES THE MAXIMUM PRODUCTION

For Unit Type Presses Use

CLINE SYSTEM UNIT TYPE DRIVE

PATENTED AND PATENTS PENDING

An Individual Motor Drives Each Unit and Each Folder in Any Combination

NO DRIVE SHAFT! NO BACK LASH!
PERFECT ACCELERATION! PERFECT SLOWDOWN!
SAFE . . . SIMPLE . . . RELIABLE . . .

CLINE REELS WITH FLYING PASTERS AND AUTOMATIC TENSIONS

PATENTED AND PATENTS PENDING

Several Hundred in Use in Prominent Plants. No Running Belts—Plenty of Room for Men to Work. Tension Adjustable From Press Room Level
Quick Roll Stop for High Speed Presses

For Decker Type Presses Use

CLINE DOUBLE MOTOR DRIVES

ALTERNATING AND DIRECT CURRENT

The Standard for Moderate Speed Presses

CLINE-WESTINGHOUSE EQUIPMENT INCLUDES

Unit Press Drive and Control
Double Motor Drive and Control
Magazine Type Single Motor Control
Special Color Press Control
Cline Reels and Automatic Electric Tension
Cline Electric Stereotype Pot Heaters
Plate Conveyors and Droppers
Typesetting Machine Drives

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE

NEW YORK, N. Y. 111 W. Washington St., Chicago, Illinois SAN FRANCISCO, CALIF.

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 146)

MISSISSIPPI

City	Paper	Key	Total City	Total Suburban Total	Total Local	All Other	Total Net Paid Total	Bulk Sale	Total Net Inc. Bulk Total
Biloxi-Gulfport	*Herald**	(e)	3,702	2,077	5,779	250	6,029	6	6,035
Jackson	Clarion-Ledger*	(x)	4,982	7,405	12,387	4,069	16,456	....	16,456
	Sunday edition	(S)	5,474	7,798	13,272	4,306	17,578	....	17,578
	*News**	(e)	7,556	9,358	16,914	13,056	29,970	5	29,975
	Sunday edition	(S)	7,020	9,577	16,597	13,264	29,861	....	29,861
Laurel	*Leader-Call**	(e)	2,619	2,429	5,048	248	5,296	....	5,296
Meridian	*Star**	(e)	5,578	8,972	14,550	957	15,507	1	15,508
	Sunday edition	(S)	5,607	9,093	14,700	1,064	15,764	4	15,768
Vicksburg	*Post*	(e)	4,103	.....	4,103	1,298	5,401	....	5,401

MISSOURI

City	Paper	Key	Total City	Total Suburban Total	Total Local	All Other	Total Net Paid Total	Bulk Sale	Total Net Inc. Bulk Total
Cape Girardeau	*S. E. Missourian*	(e)	3,079	3,685	6,764	945	7,709	3	7,712
Columbia	*Missourian*	(e)	2,075	351	2,426	402	2,828	325	3,153
	Tribune	(e)	2,880	1,720	4,600	586	5,186	....	5,186
Hannibal	*Courier-Post & Journal*	(e)	4,927	2,681	7,608	314	7,922	....	7,922
Jefferson City	Capital News	(m)	2,680	3,216	5,896	2,301	8,197	47	8,244
	Sunday edition	(S)	5,692	6,023	11,715	4,578	16,293	60	16,353
	Post-Tribune	(e)	3,958	2,907	6,865	2,277	9,142	6	9,148
Joplin	Globe	(m)	6,300	13,755	20,055	1,591	21,646	....	21,646
	News-Herald	(e)	6,394	5,424	11,818	674	12,492	....	12,492
	Total daily	(me)	12,694	19,179	31,873	2,265	34,138	....	34,138
	Sunday edition	(S)	7,581	15,526	23,107	2,051	25,158	....	25,158
Kansas City	*Journal-Post*	(e)	49,484	11,346	60,830	24,567	85,397	95	85,492
	Sunday edition	(S)	45,616	11,414	57,030	28,013	85,043	24	85,067
	Star	(e)	159,805	40,598	200,403	90,511	290,914	994	291,908
	Times	(m)	157,093	40,859	197,952	91,088	289,040	1,257	290,297
	Total daily	(me)	316,898	81,457	398,355	181,599	579,954	2,251	582,205
	Sunday edition	(S)	156,133	41,862	197,995	107,284	305,279	992	306,271
Maryville	*Forum**	(e)	1,169	2,589	3,758	467	4,225	31	4,256
Mexico	*Ledger**	(e)	974	241	1,215	89	1,304	5	1,309
Moberly	*Monitor-Index & Democrat*	(e)	3,152	1,889	5,041	322	5,363	1	5,364
St. Joseph	*News-Press**	(e)	19,768	16,582	36,350	3,917	40,267	....	40,267
	Gazette*	(m)	8,395	11,251	19,646	1,398	21,044	....	21,044
	Total daily	(me)	28,163	27,833	55,996	5,315	61,311	....	61,311
	Sunday edition	(S)	18,245	10,645	28,890	1,522	30,412	....	30,412
St. Louis	Record	(m)	2,673	6	2,679	26	2,705	7	2,712
	Globe-Democrat	(m)	157,967	19,700	177,667	83,555	261,222	654	261,876
	Sunday edition	(S)	130,547	17,483	148,030	71,919	219,949	282	220,231
	Post-Dispatch	(e)	174,828	11,492	186,320	41,567	227,887	6	227,893
	Sunday edition	(S)	197,965	19,815	217,780	73,197	290,977	286	291,263
	Star	(e)	117,035	8,989	126,024	14,232	140,256	38	140,294
	Times	(e)	44,865	2,721	47,586	7,402	54,988	....	54,988
Springfield	*Leader*	(e)	10,968	6,983	17,951	4,129	22,080	3	22,083
	News	(m)	3,418	9,273	12,691	6,343	19,034	247	19,281
	Total daily	(me)	14,386	16,256	30,642	10,472	41,114	250	41,364
	Sunday edition	(S)	11,703	15,403	27,106	10,253	37,359	98	37,457
	Press	(e)	8,367	8,193	16,560	2,419	18,979	191	19,170

MONTANA

City	Paper	Key	Total City	Total Suburban Total	Total Local	All Other	Total Net Paid Total	Bulk Sale	Total Net Inc. Bulk Total
Billings	Gazette	(m)	2,113	5,509	7,622	2,746	10,368	....	10,368
	Gazette	(e)	2,328	222	2,550	.....	2,550	....	2,550
	Total daily	(me)	4,441	5,731	10,172	2,746	12,918	....	12,918
	Sunday edition	(S)	4,256	5,293	9,549	3,081	12,630	....	12,630
Butte	Montana Standard	(m)	9,045	2,449	11,494	3,553	15,047	....	15,047
	Sunday edition	(S)	14,756	3,386	18,142	5,902	24,044	138	24,182
	Post	(e)	8,698	1,214	9,912	614	10,526	....	10,526

MONTANA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Great Falls	*Leader*	(e)	3,045	147	3,192	200	3,392	16	3,408
	Tribune	(m)	5,394	2,761	8,155	5,696	13,851	5	13,856
	Sunday edition	(S)	5,992	2,837	8,829	5,865	14,694	4	14,698
Helena	Record-Herald	(e)	.....	.....	.....	.....	.....	....	.....
Missoula	Missoulian	(m)	2,154	1,605	3,759	492	4,251	....	4,251
	Sentinel	(e)	2,750	754	3,504	189	3,693	....	3,693
	Total daily	(me)	4,904	2,359	7,263	681	7,944	....	7,944
	Sunday edition	(S)	3,548	2,329	5,877	633	6,510	....	6,510

NEBRASKA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Fremont	*Tribune*	(e)	2,837	3,663	6,500	731	7,231	5	7,236
Grand Island	*Independent*	(e)	4,457	4,543	9,000	1,966	10,966	4	10,970
Hastings	*Tribune*	(e)	3,623	5,404	9,027	636	9,663	5	9,668
Lincoln	Journal	(m)	5,330	12,185	17,515	9,003	26,518	....	26,518
	Journal	(e)	13,407	4,013	17,420	1,110	18,530	....	18,530
	Total daily	(me)	18,737	16,198	34,935	10,113	45,048	....	45,048
	Sunday edition	(S)	14,188	11,868	26,056	6,633	32,689	....	32,689
	Star	(e)	12,647	15,425	28,072	9,512	37,584	13	37,597
	Sunday edition	(S)	12,858	9,664	22,522	8,076	30,598	3	30,601
Norfolk	*News*	(e)	1,902	4,281	6,183	1,765	7,948	37	7,985
Omaha	Bee-News	(m)	6,570	5,682	12,252	29,408	41,660	80	41,740
	Bee-News	(e)	33,769	5,580	39,349	8,188	47,537	2	47,539
	Total daily	(me)	40,339	11,262	51,601	37,596	89,197	82	89,279
	Sunday edition	(S)	37,235	13,185	50,420	51,076	101,496	....	101,496
	World-Herald	(m)	7,259	8,558	15,817	42,794	58,611	78	58,689
	World-Herald	(e)	49,011	6,905	55,916	5,696	61,612	110	61,722
	Total daily	(me)	56,270	15,463	71,733	48,490	120,223	188	120,411
	Sunday edition	(S)	53,203	14,672	67,875	47,665	115,540	48	115,588

NEVADA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Reno	*Gazette*	(e)	4,513	1,301	5,814	2,715	8,529	31	8,560
	State Journal	(m)	2,148	782	2,930	1,930	4,860	103	4,963
	Sunday edition	(S)	2,368	813	3,181	1,952	5,133	....	5,133

NEW HAMPSHIRE

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Concord	*Monitor Patriot*	(e)	5,597	830	6,427	439	6,866	22	6,888
Manchester	Union	(m)	1,646	4,749	6,395	10,719	17,114	72	17,186
	Leader	(e)	14,772	1,330	16,102	588	16,690	1	16,691
	Total daily	(me)	16,418	6,079	22,497	11,307	33,804	73	33,877

(Continued on page 149)

In 1931 The World-Herald published nearly 64% OF ALL Omaha Paid Advertising

The World-Herald printed more local display advertising and more want advertising in 1931 than in 1930 . . . it led the other Omaha newspapers in total paid advertising by over 81%—carrying 63.8% of all advertising printed by the two Omaha newspapers.

Inches of Advertising Printed in the Omaha Newspapers in 1931

	World-Herald		Bee-News	
Local Display	7,599,732	(52,346 Gain)	4,521,762	(1,641 Gain)
National Display	2,620,338	(506,573 Loss)	*1,329,118	(174,650 Loss)
Want Ads	2,093,014	(16,240 Gain)	946,036	(133,322 Loss)
1931 Total	12,313,084	(3½% under 1930)	6,796,916	(5% under 1930)

* Not including advertising in the American Weekly, distributed with Hearst newspapers.

World-Herald Paid Circulation

LAST QUARTER 1931

World-Heralds Sold Daily in Omaha 53,165

(SUNDAY CIRCULATION 49,520)

Number of Families in Omaha 54,845

82% of Omaha Circulation Delivered to Its Homes by Carriers

Adding Circulation in Council Bluffs and the rest of the Omaha territory, the circulation of The World-Herald in the last quarter of 1931 was

Daily, 119,600 . . . . Sunday, 116,822

PATERSON, N. J.
$85,000,000 MARKET

Retail business in Paterson for 1930 was in excess of $85,500,326 (U. S. Department of Commerce figures) a per capita expenditure of $620 compared with $740 for Newark and $380 for Jersey City.

Population 219,557

Within a radius of two miles of Paterson shopping centre

THE MORNING CALL

Circulation 24,734

A.B.C. Statement Oct. 1, 1931

Delivered before breakfast the Call is the shopping guide of the women of Paterson. The Call is delivering the largest circulation in its history and at a lower milline rate.

CHAS. H. EDDY CO.

National Advertising Representatives

CHICAGO NEW YORK BOSTON

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 148)

NEW JERSEY

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Asbury Park	*Press*	(e)	9,555	3,648	13,203	214	13,417	1	13,418
	Sunday edition	(S)	5,643	2,023	7,666	126	7,792	6	7,798
Atlantic City	Press	(m)	17,229	4,711	21,940	536	22,476	1,009	23,485
	Union	(e)	12,040	4,715	16,755	81	16,836	68	16,904
	Total daily	(me)	29,269	9,426	38,695	617	39,312	1,077	39,389
	Sunday edition	(S)	15,407	7,033	22,440	307	22,747	150	22,897
Bayonne	*Times*	(e)	13,555	.....	13,555	224	13,779	....	13,779
Camden	*Courier*	(e)	25,347	26,352	51,699	638	52,337	4	52,341
	Post	(m)	5,857	10,223	16,080	576	16,656	129	16,785
	Total daily	(me)	31,204	36,575	67,779	1,214	68,993	133	69,126
Elizabeth	*Journal*	(e)	19,084	9,717	28,801	1,009	29,810	....	29,810
Hackensack	*Bergen Record**	(e)	9,520	8,033	17,533	341	17,894	94	17,988
Hoboken	*Jersey Observer*	(e)	38,238	3,476	41,714	1,160	42,874	....	42,874
Jersey City	*Jersey Journal*	(e)	40,110	.....	40,110	1,788	41,898	....	41,898
Newark	Sunday Call	(S)	70,229	8,961	79,190	13,597	92,787	....	92,787
	Ledger	(m)	51,002	4,479	55,481	2,159	57,640	20	57,660
	Sunday edition	(S)	39,144	6,479	45,623	4,028	49,651	....	49,651
	News	(e)	126,077	8,689	134,766	19,981	154,747	39	154,786
	Star-Eagle	(e)	87,959	2,872	90,831	5,801	96,632	....	96,632
Orange	*Courier*	(e)	.....	.....	.....	.....	.....	....	.....
Passaic	*Herald*	(e)	13,310	521	13,831	183	14,041	1	14,042
	News	(e)	11,998	1,547	13,545	342	13,887	....	13,887
Paterson	Call*	(m)	13,985	9,555	23,540	1,003	24,543	11	24,554
	*News**	(e)	18,198	8,511	26,709	411	27,120	....	27,120
Perth Amboy	*News**	(e)	6,287	7,258	13,545	256	13,801	9	13,810
Plainfield	*Courier-News*	(e)	11,036	2,635	13,671	470	14,141	14	14,145
Trenton	State Gazette	(m)	12,816	2,866	15,682	768	16,450	88	16,538
	Times	(e)	30,695	12,571	43,266	1,913	45,179	....	45,179
	Total daily	(me)	43,511	15,437	58,948	2,681	61,629	88	61,717
	Sunday edition	(S)	24,428	6,703	31,131	1,417	32,548	....	32,548
Union City	Hudson Dispatch	(m)	19,105	4,267	23,372	711	24,083	....	24,083

NEW MEXICO

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Albuquerque	Journal	(m)	6,365	3,795	10,160	2,860	13,020	65	13,085
	Journal	(e)	6,376	2,099	8,475	1,400	9,875	21	9,896
	Total daily	(me)	12,741	5,894	18,635	4,260	22,895	86	22,981
	Sunday edition	(S)	6,630	3,953	10,583	2,960	13,543	55	13,598
	N. M. State Tribune	(e)	5,690	4,286	9,976	5,035	15,011	41	15,052

NEW YORK

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Albany	Knickerbocker Press	(m)	14,485	8,075	22,560	8,386	30,946	280	31,226
	Sunday edition	(S)	19,150	20,273	39,423	11,859	51,282	12	51,294
	News	(e)	23,127	14,267	37,394	10,244	47,638	....	47,638
	Times-Union	(e)	24,701	12,190	36,891	8,211	45,102	....	45,102
	Sunday edition	(S)	15,113	25,177	40,290	5,854	46,144	....	46,144
Amsterdam	*Recorder*	(e)	6,616	1,988	8,604	593	9,197	2	9,199
Batavia	*News*	(e)	4,462	4,411	8,873	546	9,419	....	9,419
Binghamton	*Press*	(e)	21,329	10,619	31,948	4,756	36,704	2	36,706
	Sun	(m)	8,007	8,264	16,271	3,186	19,457	4,547	24,004
Brooklyn	*Eagle*	(e)	83,747	14,116	97,863	2,157	100,020	1	100,021
	Sunday edition	(S)	69,189	13,787	82,976	4,134	87,110	8	87,118
	Standard Union	(e)	35,249	460	35,709	70	35,779	4	35,783
	Times	(e)	77,657	18,478	96,135	108	96,243	52	96,295
	Sunday edition	(S)	77,779	17,956	95,735	190	95,925	62	95,987

(Continued on page 150)

Your Opportunities For Profitable Distribution Are Right Here in Elizabeth, New Jersey

2,183 retail stores doing an annual business of $62,701,110 and serving a concentrated five-mile buying area of over 200,000 people. 38,000 homes occupied by substantial families who freely buy the luxuries of life as well as the necessities. 71% of the people are native born. 238 manufacturing plants of internationally known companies, employing over 35,000 persons with an estimated annual payroll of $45,000,000.

A Market Saturated by One Newspaper

Elizabeth Daily Journal

1779 ELIZABETH, N. J. 1932

National Representatives
CHAS. H. EDDY COMPANY
New York — Chicago — Boston

Member of Associated Press—United Press
Audit Bureau of Circulation
Major Market Newspapers, Inc.

JERSEY CITY, N. J.

Is Covered

MOST ECONOMICALLY

By

THE JERSEY JOURNAL

With Its *CONCENTRATED* Circulation

More than double the circulation of any other newspaper sold in Jersey City. Most economical medium for reaching 316,715 people.

SAME RATE FOR LOCAL AND NATIONAL ADVERTISING

Concentrated Circulation—No Discrimination in Rate. Use The Jersey Journal to Reach the

Jersey City Market

Circulation—42,500 Daily

National Representatives

STORY, BROOKS & FINLEY

NEW YORK — PHILADELPHIA — CHICAGO — SAN FRANCISCO

LOCKWOOD GREENE ENGINEERS, INC.

ARCHITECTS AND ENGINEERS

Designers of the Following Newspaper Plants

THE CHRISTIAN SCIENCE MONITOR
NEW YORK Herald Tribune 40TH STREET PLANT
WATERBURY REPUBLICAN
The Charlotte Observer
DETROIT MIRROR
DAILY NEWS
DAILY STAR LONG ISLAND CITY, N.Y.
Nassau Daily Review
HAMILTON JOURNAL
SOUTHERN RURALIST ATLANTA, GA.
New Haven Evening Register.
THE MANCHESTER UNION.
THE CINCINNATI ENQUIRER

THE WALL STREET JOURNAL
DAILY NEWS MANHATTAN PLANT
THE BRIDGEPORT POST
STAR-NEWS JOHNSON CITY, TENN.
THE CHARLOTTE NEWS
The Standard Union BROOKLYN, N.Y.
THE KNICKERBOCKER PRESS ALBANY, N.Y.
Holyoke Daily Transcript. The Holyoke Telegram
The Day דער טאג
NEW YORK Herald Tribune 41ST STREET ADDITION
Bridgeport Herald
THE MANCHESTER LEADER
WORCESTER TELEGRAM

LOCKWOOD GREENE ENGINEERS, INC.

NEW YORK BOSTON CHICAGO CLEVELAND SPARTANBURG

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 149)

NEW YORK—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Buffalo	Courier-Express	(m)	89,799	25,516	115,315	11,974	127,289	944	128,233
	Sunday edition	(S)	89,390	39,925	129,315	44,741	174,056	408	174,464
	News	(e)	117,530	39,421	156,951	23,349	180,300	44	180,344
	Times	(e)	80,245	15,236	95,481	8,185	103,666	19	103,685
	Sunday edition	(S)	59,381	19,259	78,640	118,582	197,222	17	197,239
Corning	*Leader*	(e)	4,472	3,989	8,461	578	9,039	....	9,039
Dunkirk	*Observer*	(e)	3,374	876	4,250	150	4,400	122	4,522
Elmira	Advertiser	(m)	3,170	2,611	5,781	1,731	7,512	20	7,532
	Star-Gazette	(e)	13,579	10,259	23,838	1,774	25,612	....	25,612
	Total Daily	(me)	16,749	12,870	29,619	3,505	33,124	20	33,144
Flushing	*North Shore Journal*	(e)	9,942	.....	9,942	169	10,111	16	11,127
Freeport-Hempstead	*Review*	(e)	14,492	3,081	17,573	1,582	19,155	58	19,213
Geneva	*Times*	(e)	3,098	2,555	5,653	134	5,787	1	5,788
Glens Falls	Post-Star	(m)	4,115	5,105	9,220	848	10,068	....	10,068
	Times	(e)	3,634	2,500	6,134	930	7,064	....	7,064
	Total Daily	(me)	7,749	7,605	15,354	1,778	17,132	21	17,153
Gloversville and Johnstown	Herald	(m)	2,391	2,147	4,538	315	4,853	56	4,909
	Leader-Republican	(e)	7,715	576	8,291	309	8,600	10	8,610
	Total Daily	(me)	10,106	2,723	12,829	624	13,453	66	13,519
Hempstead	*Star*	(e)	9,152	190	9,342	515	9,857	14	9,871
Hornell	*Tribune-Times*	(e)	4,025	3,360	7,385	558	7,943	58	8,001
Hudson	*Register**	(e)	1,661	966	2,627	295	2,922	....	2,922
	Star*	(m)	1,178	2,329	3,517	212	3,729	2	3,731
Ithaca	*Journal-News*	(e)	5,154	2,337	7,491	615	8,106	....	8,106
Jamaica	*Long Island Press*	(x)	40,891	4,747	45,438	161	45,559	196	45,755
	Saturday edition	(y)	37,895	4,609	42,504	162	42,666	....	42,666
Jamestown	*Journal*	(e)	8,395	2,080	10,475	246	10,721	....	10,721
	Post	(m)	6,666	5,283	11,949	946	12,895	46	12,941
Kingston	*Freeman*	(e)	6,814	1,486	8,300	272	8,572	3	8,575
Lockport	*Union-Sun & Journal*	(e)	5,330	2,529	7,859	234	8,093	....	8,093
Long Island City	*Star*	(e)	30,328	.....	30,328	233	30,461	....	30,461
Mamaroneck	*Times*	(e)	2,446	610	3,056	55	3,111	13	3,124
Malone	*Telegram*	(e)	1,343	2,658	4,001	491	4,492	....	4,492
Middletown	*Times-Herald*	(e)	4,487	2,932	7,419	1,037	8,456	6	8,662
Mt. Vernon	*Argus*	(e)	9,758	1,336	11,094	776	11,870	....	11,870
Newburgh	*News*	(e)	7,499	4,984	12,483	397	12,860	1	12,861
Beacon	*News*	(e)	2,136	1,020	3,156	111	3,267	....	3,267
	Total Daily	(e)	9,635	6,004	15,639	508	16,147	1	16,148
New Rochelle	*Standard-Star*	(e)	9,170	391	9,561	294	9,855	2	9,857
New York	American	(m)	254,884	46,928	301,812	19,293	321,105	627	321,732
	Sunday edition	(S)	566,375	316,479	882,854	281,968	1,164,822	334	1,165,156
	Investment News	(m)	National Distribution				11,700	5	11,705
	Graphic	(e)	198,613	25,643	224,256	38,333	262,589	132	262,721
	Herald Tribune	(m)	158,295	103,963	262,258	56,987	319,245	6,187	325,432
	Sunday edition	(S)	170,316	145,580	315,896	141,678	457,574	1,532	459,106
	Home News	(e)	108,396	.....	108,396	.....	108,396	....	108,396
	Sunday edition	(S)	110,785	.....	110,785	.....	110,785	....	110,785
	Journal	(e)	512,165	109,523	621,688	22,910	644,598	262	644,860
	Mirror	(m)	379,788	66,577	464,365	120,123	584,488	80	584,568
	News	(m)	1,041,139	196,490	1,237,629	106,227	1,343,856	15	1,343,871
	Sunday edition	(S)	959,411	319,735	1,279,146	473,446	1,752,592	....	1,752,592
	Post	(e)	85,995	10,362	96,357	4,476	100,833	7	100,840
	Sun	(e)	250,112	29,975	280,087	11,447	291,534	426	291,560
	Times	(m)	272,993	90,442	363,435	89,492	452,927	7,867	460,794
	Sunday edition	(S)	299,765	134,969	434,734	299,033	733,767	2,535	736,302
	World-Telegram	(e)	367,197	35,840	403,037	10,141	413,178	....	413,178
Niagara Falls	*Gazette*	(e)	16,692	5,687	22,379	1,495	23,874	3	23,877
No. Tonawanda	*News*	(e)	5,323	26	5,349	88	5,437	....	5,437

(Continued on page 151)

Union Star

Schenectady's Only Evening Paper

Last Quarter 1931 **20,760** **Average Daily Net Paid**

The Union-Star has had an increase of 30% in daily net paid circulation in the last four years.

78% City Coverage

The Union-Star with 18,000 city circulation gives 78% coverage of Schenectady.

Rate 6c Line Flat

Lowest Milline Rate For City Coverage

78% City Coverage in the EVENING — Too

With the Union-Star the *FAMILY* is the *UNIT* of circulation—Each copy does *MULTIPLE* service at the family buying conference . . .

CHAS. H. EDDY CO.

National Advertising Representatives

Chicago NEW YORK Boston

235 Live Young Hustlers Do A Thorough Job!

Every morning in the year 235 bright young Syracuse business men in-the-making deliver before daybreak to the homes of the city of Syracuse an average of 90 Post-Standards each! Unaffected by the vagaries of the weather or the size of the head lines . . . these newspapers go into the homes as welcome callers . . . as indispensable to Mrs. Syracusan as the morning's milk.

The thoroughness of this home-delivery job is further evidenced by

The Largest Cooking School Crowds — A Leadership in Classified Advertising Patronage — The Volume of Letters to its Editors

and last but not least—by the fine response the Post-Standard brings to local retail advertising!

THE POST-STANDARD

"More than just a good newspaper - - - a selling INFLUENCE in all Central New York"

SYRACUSE, NEW YORK

Represented Nationally by PAUL BLOCK AND ASSOCIATES — Offices in Seven Principal Cities

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 150)

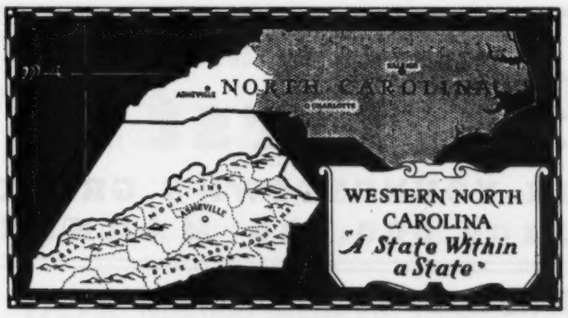
NEW YORK—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Nyack	*Journal*	(e)	1,475	4,188	5,663	67	5,730	....	5,730
Ogdensburg	*Republican-Journal*	(e)	2,931	2,295	5,226	332	5,558	2	5,560
Olean	*Herald*	(e)	1,824	2,740	4,564	100	4,664	3	4,667
	Times	(e)	4,639	4,284	8,923	324	9,247	32	9,279
Ossining	*Citizen-Sentinel*	(e)	2,526	577	3,103	69	3,172	....	3,172
Peekskill	*Star*	(e)	2,662	939	3,601	58	3,659	....	3,659
Port Chester	*Item*	(e)	4,743	2,314	7,057	268	7,325	....	7,325
Port Jervis	*Union-Gazette*	(e)	2,546	326	2,872	108	2,980	....	2,980
Poughkeepsie	*Star & Enterprise*	(e)	10,149	4,507	14,656	295	14,951	....	14,951
Rochester	Democrat & Chronicle	(m)	44,156	29,056	73,212	9,133	82,345	8	82,353
	Sunday edition	(S)	55,725	30,632	86,457	5,774	92,131	2	92,133
	Journal	(e)	42,258	9,144	51,402	2,820	54,222	....	54,222
	Sunday edition	(S)	31,502	17,723	49,225	13,152	62,377	....	62,377
	Times-Union	(e)	51,743	23,867	75,610	4,593	80,203	....	80,203
Saratoga Springs	*Saratogian*	(e)	4,294	5,570	9,864	442	10,306	....	10,306
Schenectady	Gazette	(m)	20,362	2,107	22,469	862	23,331	....	23,331
	Union-Star	(e)	17,933	770	18,703	965	19,668	....	19,668
Staten Island	*Advance**	(e)	24,713	.....	24,713	171	24,884	....	24,884
Syracuse	*Herald*	(e)	29,550	14,697	44,247	5,905	50,152	61	50,203
	Sunday edition	(S)	26,479	19,222	45,701	30,143	75,844	4	75,848
	Journal	(e)	31,644	19,843	51,487	10,625	62,112	....	62,112
	Sunday edition	(S)	20,529	16,488	37,017	52,785	89,802	....	89,802
	Post-Standard	(m)	24,513	18,877	43,390	16,329	59,719	....	59,719
	Sunday edition	(S)	18,861	19,724	38,585	32,137	70,722	....	70,722
Tarrytown	*News*	(e)	2,874	313	3,187	117	3,304	....	3,304
Troy	Record	(m)	3,469	2,132	5,601	461	6,062	....	6,062
	Record	(e)	15,830	2,161	17,991	404	18,395	....	18,395
	Total Daily	(me)	19,299	4,293	23,592	865	24,457	....	24,457
Utica	*Observer-Dispatch**	(e)	22,070	11,605	33,675	1,636	35,311	....	35,311
	Sunday edition	(S)	15,951	9,232	25,183	2,307	27,490	....	27,490
	Press*	(m)	10,617	11,961	22,578	3,498	26,076	....	26,076
Watertown	*Times*	(e)	8,075	12,849	20,924	10,121	31,045	....	31,045
White Plains	*Reporter*	(e)	7,045	1,920	8,965	175	9,140	....	9,140
Yonkers	*Herald*	(e)	15,258	800	16,058	1,004	17,062	1	17,063
	Statesman	(e)	15,921	1,649	17,570	2,562	20,132	....	20,132

NORTH CAROLINA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Asheville	Citizen	(m)	6,965	8,047	15,012	1,582	16,594	27	16,621
	Times	(e)	7,300	5,207	12,507	242	12,749	23	12,772
	Total Daily	(me)	14,265	13,254	27,519	1,824	29,343	50	29,393
	Sunday edition	(S)	11,340	12,515	23,855	1,789	25,644	21	25,667
Charlotte	*News*	(e)	12,817	9,360	22,177	833	23,010	16	23,026
	Sunday edition	(S)	12,124	10,229	22,353	868	23,221	10	23,231
	Observer	(m)	12,709	27,290	39,999	6,124	46,123	91	46,214
	Sunday edition	(S)	12,773	27,761	40,534	6,993	47,527	63	47,590
Durham	Herald	(m)	8,969	4,756	13,725	243	13,968	....	13,968
	Sun	(e)	6,747	550	7,297	232	7,529	....	7,529
	Total daily	(me)	15,716	5,306	21,022	475	21,497	....	21,497
	Sunday edition	(S)	9,110	4,830	13,940	244	14,184	....	14,184
Greensboro	*News*	(m)	9,393	15,318	24,711	10,542	35,253	81	35,334
	Record	(e)	8,924	3,435	12,359	671	13,030	80	13,110
	Total daily	(me)	18,317	18,753	37,070	11,213	48,283	161	48,444
	Sunday edition	(S)	10,050	15,125	25,175	10,955	36,130	63	36,193
Kinston	*Free Press*	(e)	1,666	945	2,611	134	2,745	....	2,745
Raleigh	News & Observer	(m)	6,331	11,585	17,916	21,294	39,210	77	39,287
	Sunday edition	(S)	6,658	10,061	16,739	21,701	38,440	33	38,473
	Times	(e)	6,112	9,599	15,711	1,491	17,202	9	17,211
Salisbury	*Post*	(e)	5,021	3,887	8,908	190	9,098	....	9,098
	Sunday edition	(S)	4,578	3,852	8,430	190	8,620	....	8,620
Wilmington	Star	(m)	4,824	1,817	6,641	401	7,042	....	7,042
	News	(e)	3,300	740	4,040	27	4,067	....	4,067
	Total daily	(me)	8,124	2,557	10,681	428	11,109	....	11,109
	Sunday edition	(S)	6,772	2,329	9,101	413	9,514	12	9,526

(Continued on page 152)



Sustained Buying Power

In Asheville and Western North Carolina

The "Income Eggs" are not all in one basket here in Western North Carolina! Thus, there is a sustained buying power here —and one that holds an even keel!

Here we have an annual Tourist business of $18,000,000*. An Agricultural income of $13,000,000*. An annual Industrial pay-roll of $17,000,000*,—and so on. And, Industrially, we are so diversified that "depressed" 1931 found us with 18% more employes on pay-rolls than in "normal" 1925, and only 6% less than in "peak" 1929. Too, pay-rolls in 1931 were but 8% less than in 1929.

Know, too, that Western North Carolina is a trade area unto itself—17 counties "fenced in" by mountains, and far removed from any sizable city or newspapers; the only complete coverage being through the Asheville dailies!

**Request complete Surveys from which these figures were taken.*

CITIZEN *(Morning)* TIMES *(Evening)* CITIZEN-TIMES *(Sundays)*

Owners and Operators of Radio Station WWNC

THE *Asheville* CITIZEN-TIMES *Company*

WWNC

ASHEVILLE, North Carolina

National Representatives: E. KATZ Special Advertising Agency

Imperial VITAFLUX

Trademark Reg. U. S. Patent Office

Lowers Type Metal Costs

VITAFLUX is the new dross reducing and metal revitalizing compound offered by the Imperial Type Metal Company. This compound lowers type metal costs through its ability to reduce dross to a fine powder free of lumps and visible metallics, at the same time enhancing the casting properties of type metal through the medium of certain ingredients that VITAFLUX contains.

Hundreds of commercial printing and newspaper plants are now using VITAFLUX for their metal. We suggest that you try a dozen tubes and secure the benefits of this splendid compound. VITAFLUX is priced at $2.75 per box or $2.50 a box for twelve or more.

Our forty-four warehouses located at strategic points throughout the United States are in a position to ship VITAFLUX immediately in any quantities.

IMPERIAL TYPE METAL COMPANY

Philadelphia · New York · Chicago · Los Angeles

Manufacturing type metals only:

LINOTYPE ELROD · INTERTYPE LUDLOW · MONOTYPE STEREOTYPE · THOMPSON AUTOPLATE

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 151)

NORTH CAROLINA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Winston-Salem	Journal	(m)	5,313	5,638	10,951	2,003	12,954	47	13,001
	Sentinel	(e)	14,421	3,135	17,556	424	17,980	33	18,013
	Total daily	(me)	19,734	8,773	28,507	2,427	30,934	80	31,014
	Sunday edition	(S)	12,211	5,244	17,455	1,275	18,730	41	18,771

NORTH DAKOTA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Bismarck	*Tribune**	(e)	2,072	2,725	4,797	1,069	5,866	....	5,866
Fargo	Forum*	(m)	1,418	4,949	6,367	6,535	12,902	....	12,902
	*Forum**	(e)	6,774	4,097	10,871	3,342	14,213	....	14,213
	Total daily	(me)	8,192	9,046	17,238	9,877	27,115	....	27,115
	Sunday edition	(S)	7,193	6,851	14,044	7,679	21,723	6	21,729
Grand Forks	Herald*	(m)	1,794	7,463	9,257	4,194	13,451	35	13,486
	*Herald**	(e)	2,370	1,373	3,743	501	4,244	40	4,284
	Total daily	(me)	4,164	8,836	13,000	4,695	17,695	75	17,770
	Sunday edition	(S)	3,830	8,764	12,594	4,731	17,325	....	17,325
Mandan	*Pioneer**	(e)	722	2,453	3,175	582	3,757	....	3,757

OHIO

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Akron	*Beacon-Journal*	(e)	45,929	17,333	63,262	2,728	65,990	74	66,064
	Times-Press	(e)	27,923	15,052	42,975	2,794	45,769	....	45,769
	Sunday edition	(S)	24,853	7,720	32,573	330	32,903	....	32,903
Alliance	*Review*	(e)	6,031	4,006	10,037	629	10,666	6	10,672
Ashland	*Times-Gazette*	(e)	2,919	2,491	5,410	359	5,769	....	5,769
Ashtabula	*Star-Beacon*	(e)	5,961	3,957	9,918	385	10,303	6	10,309
Athens	*Messenger*	(e)	2,101	5,150	7,251	3,273	10,524	....	10,524
	Sunday edition	(S)	2,225	5,252	7,477	3,715	11,192	35	11,227
Bellefontaine	*Examiner*	(e)	2,585	2,437	5,022	245	5,267	....	5,267
Bowling Green	*Sentinel-Tribune*	(e)	1,534	2,501	4,035	268	4,303	5	4,308
Cambridge	*Jeffersonian*	(e)	3,673	6,578	10,251	1,101	11,352	8	11,360
Canton	*Repository*	(e)	24,677	11,898	36,575	3,824	40,399	46	40,455
	Sunday edition	(S)	22,456	13,399	35,855	5,066	40,921	....	40,921
Chillicothe	*News-Advertiser*	(e)	2,362	1,724	4,086	241	4,327	16	4,343
Cincinnatti	Enquirer	(m)	67,041	9,636	76,677	20,884	97,561	10	97,571
	Sunday edition	(S)	136,039	18,351	154,390	31,118	185,508	13	185,521
	Post	(e)	124,501	19,347	143,848	35,226	179,074	66	179,140
	Times-Star	(e)	127,640	16,112	143,752	13,548	157,300	96	157,396
Cleveland	*News*	(e)	115,863	18,796	134,659	13,599	148,258	272	148,530
	Sunday edition	(S)	107,448	33,477	140,925	38,678	179,603	728	180,331
	Plain Dealer	(m)	119,985	32,440	152,425	54,330	206,755	501	207,256
	Sunday edition	(S)	156,778	48,252	205,030	83,303	288,333	195	288,528
	Press	(e)	179,072	21,463	200,535	11,303	211,838	....	211,838
Columbus	*Citizen*	(e)	61,250	22,812	84,062	9,652	93,714	1	93,715
Coshocton	*Tribune & Times-Age**	(e)	3,226	2,605	5,831	358	6,189	....	6,189
	Sunday edition	(S)	3,203	2,613	5,816	357	6,173	....	6,173
Dayton	*Herald*	(e)	31,291	12,981	44,272	1,953	46,225	261	46,486
	Journal	(m)	16,591	8,305	24,896	1,415	26,311	770	27,081
	Sunday edition	(S)	29,662	15,276	44,938	3,738	48,676	102	48,778
	News	(e)	40,842	12,018	52,860	2,912	55,772	236	56,008
	Sunday edition	(S)	36,368	10,648	47,016	3,466	50,482	92	50,574
Delaware	*Gazette**	(e)	2,013	494	2,507	154	2,661	3	2,664
East Liverpool	*Review**	(e)	5,867	4,983	10,850	289	11,139	250	11,389
Elyria	*Chronicle-Telegram**	(e)	5,800	3,071	8,871	598	9,469	7	9,476
Findlay	Republican	(m)	4,777	3,218	7,995	402	8,397	....	8,397
Fremont	*Messenger*	(e)	2,294	1,836	4,130	139	4,269	59	4,328
	News	(e)	2,252	1,180	3,432	200	3,632	....	3,632
Hamilton	*Journal*	(e)	9,508	2,345	11,853	504	12,357	17	11,374
	News	(e)	4,975	2,741	7,716	908	8,624	....	8,624

OHIO—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Ironton	*Tribune*	(e)	3,112	1,910	5,022	532	5,554	....	5,554
	Sunday edition	(S)	3,322	1,445	4,767	467	5,234	....	5,234
Lancaster	*Eagle*	(e)	3,084	2,839	5,923	165	6,088	....	6,088
	Gazette	(e)	1,942	3,101	5,043	148	5,191	2	5,193
Lima	*News*	(x)	10,929	6,337	17,266	330	17,596	2	17,598
	Saturday edition	(y)	10,653	4,482	15,135	330	15,465	....	15,465
	Sunday edition	(S)	10,913	7,904	18,817	357	19,174	....	19,174
	Star	(m)	4,039	6,322	10,361	848	11,209	60	11,269
Lorain	*Journal*	(e)	6,085	3,872	9,957	1,167	11,124	6	11,130
	Times-Herald	(e)	6,856	3,769	10,625	1,399	12,024	2	12,026
Mansfield	*Journal*	(e)	7,057	4,033	11,090	1,929	13,019	3	13,022
	News	(e)	8,916	5,769	14,685	627	15,312	4	15,316
	Sunday edition	(S)	8,779	5,838	14,617	625	15,242	....	15,242
Marietta	*Times*	(e)	3,930	3,796	7,726	838	8,564	6	8,570
Marion	*Star**	(e)	7,426	6,275	13,701	647	14,348	1	14,349
Martins Ferry	*Times**	(e)	3,943	5,037	8,980	201	9,181	....	9,181
Massillon	*Independent*	(e)	6,625	2,164	8,789	273	9,062	2	9,064
Middletown	*Journal*	(e)	5,878	646	6,524	195	6,719	....	6,719
	News-Signal	(m)	4,106	1,436	5,542	325	5,867	....	5,867
	Sunday edition	(S)	6,674	1,523	7,597	350	7,947	....	7,947
Mt. Vernon	*Republican-News**	(e)	2,370	2,069	4,439	329	4,768	....	4,768
Newark	*Advocate & American Tribune**	(e)	8,384	5,174	13,558	654	14,212	4	14,216
Painesville	*Telegraph*	(e)	3,313	2,327	5,640	169	5,809	9	5,818
Portsmouth	*Times*	(e)	9,440	5,462	14,902	1,343	16,245	1	16,246
	Sunday edition	(S)	8,817	4,668	13,485	1,284	14,769	43	14,812
Salem	*News*	(e)	2,479	782	3,261	188	3,449	....	3,449
Sandusky	Register	(m)	1,564	4,224	5,788	1,387	7,175	....	7,175
	Star-Journal	(e)	5,544	1,834	7,378	528	7,906	....	7,906
	Total daily	(me)	7,108	6,058	13,166	1,915	15,081	....	15,081
	Sunday edition	(S)	2,267	4,240	6,507	1,388	7,895	....	7,895
Springfield	*News*	(e)	16,376	1,781	18,157	390	18,547	2	18,459
	Sun	(m)	6,723	5,361	12,084	1,065	13,149	1	13,150
	Total daily	(me)	23,099	7,142	30,241	1,455	31,696	3	31,699
	Sunday edition	(S)	16,349	5,298	21,647	828	22,475	2	22,477
Steubenville	*Herald-Star**	(e)	8,948	10,760	19,708	696	20,404	21	20,425
Tiffin	*Advertiser*	(e)	2,977	1,558	4,535	688	5,223	....	5,223
Toledo	*Blade*	(e)	70,541	44,946	115,487	14,094	129,581	187	129,768
	News-Bee	(e)	48,585	24,858	73,443	7,800	81,243	176	81,319
Warren	*Tribune-Chronicle*	(e)	9,139	3,617	12,756	405	13,161	....	13,161
Washington C. H.	*Herald*	(e)	1,440	805	2,245	326	2,571	....	2,571
Wooster	*Record*	(e)	2,874	5,332	8,206	530	8,736	66	8,802
Youngstown	*Telegram*	(e)	24,683	9,101	33,784	1,826	35,610	6	35,616
	Vindicator	(e)	25,043	7,729	32,775	2,352	35,127	18	35,145
	Sunday edition	(S)	26,214	8,684	34,898	1,975	36,873	....	36,873
Zanesville	Times-Recorder**	(m)	7,273	11,067	18,340	1,055	19,395	....	19,395
	*Signal***	(e)	6,304	3,584	9,888	305	10,193	....	10,193
	Total Daily	(me)	13,577	14,651	28,228	1,360	29,588	....	29,588

OKLAHOMA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Ardmore	*Ardmoreite*	(e)	2,697	3,314	6,011	421	6,432	....	6,432
	Sunday edition	(S)	2,689	3,314	6,003	438	6,441	....	6,441
Bartlesville	*Enterprise*	(e)	2,574	1,205	3,779	466	4,245	....	4,245
	Examiner	(m)	2,771	1,926	4,697	371	5,068	19	5,087
	Sunday edition	(S)	2,871	1,927	4,798	369	5,167	19	5,186
Blackwell	Tribune	(m)	1,786	4,555	6,341	1,288	7,629	....	7,629
	Sunday edition	(S)	1,778	4,564	6,34"	1,292	7,634	....	7,634
Enid	News	(m)	3,198	4,612	7,810	1,286	9,096	....	9,096
	Eagle	(e)	4,607	751	5,358	271	5,629	....	5,629
	Total Daily	(me)	7,805	5,365	13,168	,557	14,725	6	14,731
	Sunday edition	(S)	4,168	4,862	9,030	1,339	10,369	6	10,375
McAlester	*News-Capital*	(e)	2,276	1,434	3,710	138	3,848	1	3,849
	Sunday edition	(S)	2,277	1,433	3,710	138	3,848	1	3,849

(Continued on page 153)

Youngstown Vindicator

EVENING—SUNDAY—ROTOGRAVURE YOUNGSTOWN, OHIO

First

IN YOUNGSTOWN'S GREAT $100,000,000 MARKET

Preference - - - -

The Vindicator's continued leadership is the best evidence that RESULTS have made this newspaper the first choice of discriminating space buyers, local and national.

32 Out of 36 Months
Lead in TOTAL ADVERTISING

36 Out of 36 Months
Lead in NATIONAL ADVERTISING

30 Out of 36 Months
Lead in LOCAL ADVERTISING

23 Out of 36 Months
Lead in CLASSIFIED ADVERTISING

Figures Based on Media Records Reports

DURING 1931
THE YOUNGSTOWN VINDICATOR
PUBLISHED, DAILY . . .

562,679 MORE LINES
OF TOTAL PAID ADVERTISING
Than Any Other Youngstown Newspaper!

The Vindicator's Total Lead for 1931
Including Its Sunday Advertising Was

2,113,430 LINES

NATIONAL REPRESENTATIVES
THE KELLY-SMITH COMPANY
New York . . . Chicago . . . Philadelphia . . . Boston . . . Detroit . . . Atlanta

MEMBERS: Associated Press, Audit Bureau of Circulations and Media Records, Inc.

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 152)

OKLAHOMA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Miami	*News-Record*	(e)	1,690	3,550	5,240	388	5,628	....	5,628
	Sunday edition	(S)	1,714	3,579	5,293	398	5,691	....	5,691
Muskogee	Phoenix	(m)	5,654	3,816	9,470	1,498	10,968	....	10,968
	Times-Democrat	(e)	4,547	3,764	8,311	980	9,291	....	9,291
	Total Daily	(me)	10,201	7,580	17,781	2,478	20,259	....	20,259
	Sunday edition	(S)	6,064	4,056	10,120	1,662	11,782	....	11,782
Oklahoma	*Oklahoma News*	(e)	33,533	19,352	52,885	1,477	54,362	60	54,422
	Oklahoman	(m)	39,705	32,087	71,792	27,072	98,864	105	98,969
	Times	(e)	44,177	30,067	72,244	16,335	90,579	82	90,661
	Total Daily	(me)	83,882	62,154	146,036	43,407	189,443	187	189,630
	Sunday edition	(S)	43,140	36,195	79,335	31,097	110,432	191	110,623
Okmulgee	Times	(m)	2,950	3,995	6,945	279	7,224	17	7,241
	Democrat	(e)	2,275	710	2,985	32	3,017	....	3,017
	Total Daily	(me)	5,225	4,705	9,930	311	10,241	17	10,258
	Sunday edition	(S)	3,787	4,153	7,940	308	8,248	13	8,261
Tulsa	*Tribune*	(e)	29,167	14,930	44,097	19,252	63,349	115	63,464
	Sunday edition	(S)	29,418	14,690	44,108	19,910	64,018	116	64,134
	World	(m)	28,657	14,977	43,634	29,513	73,147	142	73,289
	Sunday edition	(S)	28,802	14,527	43,329	31,790	75,119	148	75,267
OREGON									
Albany	*Democrat-Herald*	(e)	1,440	2,305	3,745	190	3,935	53	3,988
Astoria	*Astorian-Budget*	(e)	2,276	1,453	3,729	255	3,984	4	3,988
Baker	*Democrat-Herald*	(e)	1,532	598	2,130	216	2,346	12	2,358
Bend	*Bulletin*	(e)	1,975	748	2,723	199	2,922	....	2,922
Eugene	*Register-Guard*	(e)	5,187	6,307	11,494	1,247	12,741	....	12,741
	Sunday edition	(S)	5,091	6,307	11,398	1,270	12,668	....	12,668
Klamath Falls	News*	(m)	1,327	1,690	3,017	132	3,149	123	3,272
	*Herald**	(e)	3,005	250	3,255	148	3,403	30	3,433
	Total Daily	(me)	4,332	1,940	6,272	280	6,552	153	6,705
	Sunday edition	(S)	1,403	1,733	3,136	133	3,269	....	3,269
La Grande	*Observer*	(e)	1,656	776	2,432	110	2,542	12	2,554
Medford	*Mail-Tribune*	(e)	2,203	1,667	3,870	288	4,158	16	4,174
	Sunday edition	(S)	2,099	1,663	3,762	290	4,052	16	4,068
Oregon City	Enterprise	(m)	1,392	1,244	2,636	273	2,909	....	2,909
	Sunday edition	(S)	1,385	1,238	2,623	269	2,892	....	2,892
Pendleton	*East Oregonian*	(e)	1,736	1,181	2,917	251	3,168	....	3,168
Portland	*Oregon Journal*	(e)	58,533	18,113	76,646	30,916	107,562	199	107,761
	Sunday edition	(S)	59,761	23,674	83,435	49,001	132,436	32	132,468
	News-Telegram	(e)	48,681	13,713	62,394	18,687	81,081	215	81,296
	Oregonian	(m)	46,842	17,396	64,238	39,791	104,029	434	104,473
	Sunday edition	(S)	71,445	26,378	97,823	66,114	163,937	350	164,287
Salem	*Capital-Journal*	(e)	4,880	4,728	9,608	458	10,066	....	10,066
	Oregon Statesman	(m)	3,367	2,756	6,123	467	6,590	124	6,714
	Sunday edition	(S)	3,498	2,770	6,268	471	6,739	99	6,838
The Dalles	*Chronicle*	(e)	1,536	543	2,079	94	2,173	11	2,184
PENNSYLVANIA									
Allentown	C	(m)	17,467	18,658	36,125	2,213	38,338	108	38,446
	Sunday edition	(S)	17,805	11,486	29,291	1,120	30,411	....	30,411
	Chronicle & News & Item	(e)	12,555	3,506	16,061	311	16,372	521	16,893
Altoona	*Mirror**	(e)	18,550	6,533	25,083	2,727	27,810	460	28,270
	Tribune*	(m)	7,017	2,360	9,377	1,383	10,760	527	11,287
Beaver	*Times*	(e)	4,724	728	5,452	152	5,604	5	5,609
Bradford	Era	(m)	3,517	1,367	4,884	457	5,341	31	5,372
Chambersburg	*Public Opinion*	(e)	3,007	3,229	6,236	456	6,692	....	6,692
Chester	*Times*	(e)	12,017	8,684	20,701	671	21,372	....	21,372
Clearfield	*Progress*	(e)	2,333	2,858	5,191	308	5,499	41	5,540
Connellsville	*Courier**	(e)	3,060	2,995	6,055	836	6,891	38	6,929
Easton	*Express*	(e)	18,542	13,846	32,388	2,151	34,539	†355	34,894

(Continued on page 154)

PHILADELPHIA DAILY NEWS

The Only Philadelphia Newspaper to Gain in Advertising for 1931

Daily News Total Advertising Gain For 1931 Was

OVER 810,000 AGATE LINES

And All Other Papers Lost

	LOSS
BULLETIN	1,929,642
EVENING LEDGER	847,675
INQUIRER	707,871
PUBLIC LEDGER	495,491
RECORD	377,748

The Above Six-Day Figures Were Compiled by Media Records

A gain of 810,240 lines of advertising for 1931 over the splendid gain achieved in 1930 is really something to be proud of, particularly as our esteemed (and much older) contemporaries all closed the year with rather heavy losses.

PHILADELPHIA DAILY NEWS

22nd & ARCH STREETS

NEW YORK
Macfadden Publications
350 Hudson Street

CHICAGO
Chas. H. Shattuck
333 N. Michigan Avenue

New Car Sales Parallel Journal Circulation

80% of the new cars sold in Columbus during 1931, were distributed geographically in the districts where we deliver 3 Journals into every 4 homes—70% of our total city circulation.

In these better districts, where 56% of the city's families reside, 1 new car was bought to every 8 families. To concentrate your sales efforts in the active buying districts of Columbus — USE THE OHIO STATE JOURNAL —

The Only Morning Newspaper
The Only Rotogravure Section
in Central Ohio

The Ohio State Journal

(ESTABLISHED 1811)

Columbus, O.

Represented by

STORY BROOKS & FINLEY

New York Chicago Philadelphia Los Angeles San Francisco

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 153)

PENNSYLVANIA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
East Stroudsburg	*Sun*	(e)	1,512	1,025	2,537	164	2,701	135	2,836
Erie	*Dispatch-Herald*	(e)	22,190	7,527	29,717	8,211	37,928	....	37,928
	Sunday edition	(S)	18,979	2,196	21,175	857	22,032	....	22,032
	Times	(e)	22,202	6,318	28,520	5,456	33,976	....	33,976
Greensburg	Review	(m)	2,413	2,350	4,763	258	5,021	2	5,023
	Tribune	(e)	2,795	2,761	5,556	92	5,648	....	5,648
	Total Daily	(me)	5,208	5,111	10,319	350	10,669	2	10,671
Greenville	*Record-Argus*	(e)	2,027	1,699	3,726	399	4,125	2	4,127
Harrisburg	Patriot	(m)	9,609	6,426	16,095	1,786	17,881	2	17,883
	News	(e)	18,296	19,812	38,108	23,657	61,765	12	61,777
	Total Daily	(me)	27,965	26,238	54,203	25,443	79,646	14	79,660
	Telegraph	(e)	14,857	13,425	28,292	17,716	46,008	25	46,033
Johnstown	*Tribune*	(e)	18,634	11,879	30,513	1,035	31,548	....	31,458
Kittanning	*Simpsons' Leader-Times**	(e)	2,350	3,862	6,212	349	6,561	1	6,562
Lancaster	*New Era*	(e)	18,853	10,790	29,643	1,287	30,930	1	30,931
	Intelligencer-Journal	(m)	9,090	10,444	19,534	651	20,185	....	20,185
	Total Daily	(me)	27,943	21,234	49,177	1,938	51,115	1	51,116
Lewistown	*Sentinel*	(e)	3,826	3,016	6,842	333	7,175	....	7,175
McKeesport	*News**	(e)	10,933	5,264	16,197	328	16,525	4	16,529
Meadville	Tribune-Republican*	(m)	1,453	4,129	5,612	315	5,927	1	5,928
	*Republican**	(e)	2,021	.....	2,021	9	2,030	1	2,031
	Total Daily	(me)	3,504	4,129	7,633	324	7,957	2	7,959
Mt. Carmel	*Item*	(e)	3,896	1,566	5,462	263	5,725	50	5,775
New Castle	*News**	(e)	10,885	4,136	15,021	892	15,913	....	15,913
Norristown	*Times-Herald*	(e)	7,838	6,786	14,714	632	15,436	43	15,479
Oil City	Derrick*	(m)	4,058	3,136	7,194	410	7,604	226	7,830
Philadelphia	*Bulletin*	(e)	377,038	143,656	520,694	31,496	552,190	91	552,281
	Inquirer	(m)	157,218	44,526	201,744	42,332	244,076	170	244,146
	Sunday edition	(S)	243,466	116,690	360,156	99,584	459,740	94	459,834
	News	(e)	162,632	28,614	191,246	6,845	198,091	4	198,095
	Public Ledger	(m)	50,113	30,356	80,469	31,113	111,582	1,180	112,762
	Public Ledger	(e)	137,971	49,086	187,057	9,218	196,275	6	196,281
	Total daily	(me)	188,084	79,442	267,526	40,331	307,857	1,186	308,043
	Sunday edition	(S)	119,805	99,254	219,059	181,106	400,165	51	400,216
	Record	(m)	82,703	32,722	115,425	25,405	140,830	307	141,137
	Sunday edition	(S)	81,512	46,453	127,965	58,929	186,894	131	187,025
Pittsburgh	*Post-Gazette*	(m)	102,164	52,797	154,961	66,962	221,923	390	222,313
	Press	(e)	129,965	35,147	165,112	14,072	179,184	76	179,260
	Sunday edition	(S)	118,893	52,111	171,004	80,106	251,110	11	251,121
	Sun-Telegraph	(e)	100,324	45,008	145,332	16,120	161,452	223	161,675
	Sunday edition	(S)	117,173	96,524	213,715	109,361	323,076	147	323,223
Pottstown	News	(m)	4,603	3,746	8,349	412	8,761	3	8,764
Pottsville	*Republican**	(e)	4,220	6,967	11,187	2,408	13,595	56	13,651
	Morning Paper*	(m)	763	409	1,172	127	1,299	169	1,468
	Total daily	(me)	4,983	7,376	12,359	2,535	14,894	225	15,119
Reading	*Eagle*	(e)	19,420	16,216	35,636	2,722	38,358	....	38,358
	Sunday edition	(S)	18,424	11,037	29,461	1,191	30,652	187	30,839
	Times	(m)	17,818	13,862	31,680	6,425	38,105	517	38,622
Scranton	Republican*	(m)	13,483	13,086	26,569	1,797	28,366	127	28,493
	Scrantonian*	(S)	16,762	13,507	30,269	10,646	40,915	....	40,915
	*Times**	(e)	26,932	20,594	47,526	1,201	48,727	104	48,831
Shamokin	*Dispatch*	(e)	3,089	954	4,043	285	4,328	....	4,328
	News	(e)	3,246	1,346	4,592	374	4,966	47	5,013
Sharon	*Herald*	(e)	3,101	3,950	7,051	243	7,294	....	7,294
	News-Telegraph	(e)	3,416	4,468	7,884	103	7,987	12	7,999
Sunbury	*Item*	(e)	2,549	3,495	6,044	848	6,892	6	6,898
Titusville	Herald*	(m)	1,748	2,052	3,800	783	4,583	....	4,583
Towanda	Review	(m)	1,044	3,862	4,906	1,034	5,940	27	5,967

(Continued on page 155)

Business Is Fine In Wilkes-Barre

It was all during 1931. The reason? People are working and, more important still, they are spending. The best proof is that the

Times-Leader

carried 11,313,413 lines of advertising, an increase over 1930 of 779,876 lines, which makes it one of the linage leaders among six-day evening papers in America.

Is the Times-Leader on your list?

Wilkes-Barre Times-Leader

In Wilkes-Barre the Times-Leader—Leads

National Representatives

Story, Brooks & Finley

THE

FORM-O-SCORCH

CENTRIFUGAL DRY MAT SCORCHER

FORMS AND SCORCHES IN ONE OPERATION

Thermostat Heat Control—7/10 kilowatt per hour
Will not burn matrices—Eliminates buckles
Remolds and recasts are eliminated by this machine.

RED TOP RUBBER COATED FELT PRESS BLANKETS
OIL AND INK RESISTING RUBBER PRESS BLANKETS
RUBBER INK ROLLS AND CUTTING RUBBERS

AUTO-PLATE
POURING SHEETS
SAW BELTS
BREAKING PINS

Superior CORK BLANKETS
Felt Molding Blankets
Gummed and Plain Packing Felt

AMERICAN PUBLISHERS SUPPLY

P. O. BOX 131, WEST LYNN, MASS.

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 154)

PENNSYLVANIA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Washington	Observer	(m)	1,550	7,702	9,252	387	9,639	....	9,639
	Reporter	(e)	5,826	417	6,243	249	6,492	....	6,492
	Total daily	(me)	7,376	8,119	15,495	636	16,131	....	16,131
West Chester	*Local News*	(e)	3,145	4,365	7,510	3,692	11,202	4	11,206
Wilkes-Barre	Independent	(S)	7,135	11,560	18,695	271	18,966	....	18,966
	Record	(m)	10,429	15,487	25,916	2,373	28,289	27	28,316
	Times-Leader	(e)	10,416	16,769	27,185	983	28,168	1	28,169
Williamsport	Gazette & Bulletin	(m)	2,703	4,423	7,126	475	7,601	3	7,604
	Sun	(e)	13,742	5,388	19,130	595	19,725	26	19,751
	Total daily	(me)	16,445	9,811	26,256	1,070	27,326	29	27,355

RHODE ISLAND

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Pawtucket	*Times*	(e)	22,524	6,725	29,249	933	30,182	2	30,184
Providence	*Bulletin*	(e)	66,837	19,229	86,066	2,831	88,897	12	88,909
	Journal	(m)	24,184	16,832	41,016	4,028	45,044	9	45,053
	Sunday edition	(S)	52,291	34,228	86,519	5,800	92,319	9	92,328
	News-Tribune	(e)	20,188	8,861	29,049	1,183	30,232	18	30,250
Westerly	*Sun*	(e)	3,204	2,037	5,241	264	5,505	2	5,507
	Sunday edition	(S)	3,025	2,183	5,208	264	5,472	8	5,480
Woonsocket	*Call**	(e)	9,891	5,376	15,267	618	15,885	1	15,886

SOUTH CAROLINA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Anderson	Independent Tribune	(m)	2,413	2,753	5,166	165	5,331	....	5,331
	*Mail***	(e)	2,063	2,414	4,477	193	4,670	....	4,670
	Sunday edition	(S)	2,505	3,004	5,509	374	5,883	....	5,883
Charleston	News & Courier*	(m)	4,607	4,494	9,101	2,293	11,394	....	11,394
	Sunday edition	(S)	8,751	4,958	13,709	2,828	16,537	17	16,554
	*Post**	(e)	9,527	3,632	13,159	633	13,792	....	13,792
Columbia	*Record*	(e)	8,348	4,917	13,265	1,885	15,150	....	15,150
	Sunday edition	(S)	7,988	4,843	12,831	1,944	14,775	....	14,775
	State	(m)	7,538	7,771	15,309	9,577	24,886	16	24,902
	Sunday edition	(S)	7,912	7,531	15,443	10,236	25,679	15	25,694
Greenville	News	(m)	9,394	14,288	23,682	4,975	28,657	....	28,657
	Piedmont	(e)	7,968	3,874	11,842	282	12,124	....	12,124
	Total daily	(me)	17,362	18,162	35,524	5,257	40,781	....	40,781
	Sunday edition	(S)	10,238	12,976	23,214	5,107	28,321	....	28,321
Spartanburg	Herald	(m)	2,704	6,769	9,473	363	9,836	25	9,861
	Journal	(e)	5,023	1,373	6,396	91	6,487	15	6,502
	Total daily	(me)	7,727	8,142	15,869	454	16,323	40	16,363
	Sunday edition	(S)	5,941	7,296	13,237	396	13,633	25	13,658

SOUTH DAKOTA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Aberdeen	American	(m)	773	5,374	6,147	1,069	7,216	3	7,210
	News	(e)	3,128	1,150	4,278	410	4,688	2	4,699
	Total daily	(me)	3,901	6,524	10,425	1,479	11,904	5	11,904
	Sunday edition	(S)	3,216	6,372	9,588	1,439	11,027	....	11,025
Huron	*Huronite*	(e)	2,699	4,262	6,961	493	7,454	....	7,453
Mitchell	*Republican*	(e)	2,085	7,079	9,164	3,037	12,201	4	12,207
Rapid City	*Journal*	(e)	2,217	2,468	4,685	245	4,930	3	4,937
Sioux Falls	*Argus-Leader*	(e)	7,961	17,581	25,542	8,078	33,620	27	33,640
	Sunday edition	(S)	7,172	17,117	24,289	7,814	32,103	5	32,108
Watertown	*Public Opinion*	(e)	2,139	3,811	5,950	455	6,405	7	6,412
Yankton	*Press & Dakotan*	(e)	1,242	2,103	3,345	247	3,592	32	3,624

TENNESSEE

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Chattanooga	*News*	(e)	23,636	9,683	33,319	4,706	38,025	19	38,044
	Times	(m)	22,146	10,682	32,828	6,838	39,666	336	40,002
	Sunday edition	(S)	23,933	8,726	32,659	6,542	39,201	350	39,551
Clarksville	*Leaf-Chronicle*	(e)	1,134	1,191	2,325	410	2,735	....	2,735
Johnson City	Chronicle**	(m)	945	2,119	3,064	957	4,021	5	4,026
	*Staff-News***	(e)	3,351	1,165	4,516	145	4,661	25	4,688
	Total daily	(me)	4,296	3,284	7,580	1,102	8,682	30	8,712
	Sunday edition	(S)	3,999	3,112	7,111	1,085	8,196	25	8,221
Kingsport	Times*	(e)	1,938	1,315	3,253	185	3,438	....	3,438
	Sunday edition	(S)	1,977	1,358	3,335	185	3,520	....	3,520
Knoxville	Journal	(m)	12,044	19,118	31,162	4,186	35,348	....	35,348
	Sunday edition	(S)	13,766	12,110	25,876	4,253	30,129	....	30,129
	News-Sentinel	(e)	22,007	12,642	34,649	6,380	41,029	....	41,029
	Sunday edition	(S)	21,108	12,999	34,107	6,382	40,489	....	40,489
Memphis	Commercial Appeal	(m)	41,682	32,032	73,714	41,468	115,182	7	115,189
	Appeal	(e)	34,293	36,244	70,537	15,118	85,655	6	85,661
	Total daily	(me)	75,975	68,276	144,251	56,586	200,837	13	200,850
	Sunday edition	(S)	49,392	33,631	83,023	54,851	137,874	29	137,903
	Press-Scimitar	(e)	51,784	25,600	77,384	28,451	105,835	10	105,845
Nashville	*Banner***	(e)	26,097	34,249	60,346	4,361	64,707	60	60,767
	Sunday edition	(S)	29,189	36,489	65,678	5,649	71,327	15	71,342
	Tennessean**	(m)	29,443	19,246	48,689	3,883	52,572	743	53,313
	*Tennessean***	(e)	28,544	8,642	37,186	373	37,559	25	37,584
	Total daily	(me)	57,987	27,888	85,875	4,256	90,131	768	90,897
	Sunday edition	(S)	33,345	25,051	58,396	6,368	64,764	538	65,302

TEXAS

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Amarillo	*Globe*	(e)	9,047	1,780	10,827	90	10,917	24	10,941
	News	(m)	7,546	13,653	21,199	2,002	23,201	10	23,211
	Sunday edition	(S)	11,334	16,374	27,708	2,468	30,176	21	30,197
Austin	American	(m)	6,737	6,085	12,822	982	13,804	....	13,804
	Statesman	(e)	7,726	3,066	10,792	718	11,510	....	11,510
	Total daily	(me)	14,463	9,151	23,614	1,700	25,314	....	25,314
	Sunday edition	(S)	12,286	7,757	20,043	1,683	21,726	....	21,726

(Continued on page 156)

SAVE A MINUTE

in packing a matrix and you will often beat the other fellow to the start.

Space Packing Felt that is soft, tears easily and stays put, will do it for you.

We manufacture it in four thicknesses—No. 25, No. 35, No. 40 and No. 50.

MOULDING BLANKETS all kinds.
Red and Blue Drying Blankets.
Prepared Matrix Paste.
The above are only a few of our specialties.

New England Newspaper Supply Co.

Worcester, Mass., U. S. A.

Cable Address NENSCO—Worcester

A Happy Combination

The Pawtucket Times

∴ AND ∴

An All-Important Rhode Island Market

Pawtucket, R. I. - - 77,000
Central Falls, R. I. - 25,000

102,000
City Population

Here are Facts ♣ ♣

not wearying statistics, not doubtful comparisons or exorbitant claims—about the State's "twin city" newspaper and the State's second largest market, which it covers.

The Pawtucket Times ♣ ♣

Rhode Island's two-city newspaper enters virtually every home in Pawtucket and Central Falls—population 102,000—with from 24 to 60 pages daily, and offers adequate coverage among 150,000 people. Duplicate circulation with other Rhode Island papers is negligible. Conclusive proof of this statement is that Providence merchants (only four miles from Pawtucket) use more than two million lines yearly in The Pawtucket Times.

Remember—most cities totaling 100,000 population, have more than one newspaper with resulting multiple advertising costs. The Pawtucket Times offers the most logical, economical and sure way to reach

An All-Important Rhode Island Market ♣

Pawtucket (77,000 pop.) and Central Falls (25,000 pop.) are one unit physically, socially and economically, but each with its own municipal government. All department stores, public markets, theatres, banks and the one newspaper covering this territory, are in Pawtucket. Adjoining territory in Rhode Island and southern Massachusetts, including the Attleboros, brings the total trading area to 150,000. This entire, live market is concentrated within a radius of eight miles.

Purchasing power is continuous. Diversification of industry assures uninterrupted employment and steady buying by well paid workers. The manufacture of silk, rayon, narrow fabrics, light bulbs, radio tubes, machinery, cotton cloth, lace and thread, are only a few of more than fifty successful industries in "The Twin Cities."

The Pawtucket Times—Second Rhode Island daily paper in amount of advertising lineage carried—is fortunate in being able to present your advertising message to this all-important Rhode Island market at one low cost. Its power as an advertising medium has earned an enviable reputation among New England papers.

Ultimately you'll be sold on

"The Happy Combination."

The Pawtucket Times

Daily Average Paid Circulation **30,182** A.B.C. Pub. Statement 6 Mos. End. Sept. 30, 1931

National Representatives

GILMAN, NICOLL AND RUTHMAN

New York Chicago Boston Detroit San Francisco

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 155)

TEXAS—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Beaumont									
Corpus Christi	Caller*	(m)	2,881	1,200	4,081	1,370	5,451	24	5,475
	*Times**	(e)	2,639	309	2,948	606	3,554	....	3,554
	Sunday edition	(S)	4,433	1,546	5,979	1,999	7,978	24	8,002
Dallas	*Dispatch*	(e)	35,874	5,256	41,130	528	41,658	....	41,658
	Journal	(e)	28,924	10,536	39,460	4,531	43,991	2	43,993
	News	(m)	40,464	24,781	65,245	26,886	92,131	527	92,658
	Sunday edition	(S)	42,472	26,943	69,415	34,152	103,567	528	104,095
Denton	*Record-Chronicle**	(e)	1,461	527	1,988	172	2,160	....	2,160
El Paso	*Herald-Post*	(e)	16,965	11,295	28,260	657	28,917	23	28,940
	Times	(m)	10,512	4,052	14,564	315	14,879	82	14,961
	Sunday edition	(S)	13,558	5,603	19,161	418	19,579	23	19,602
Fort Worth	*Press*	(e)	32,926	9,894	42,820	1,614	44,434	1	44,435
	Star-Telegram	(m)	22,856	12,443	35,299	50,255	85,554	145	85,699
	Star-Telegram	(e)	30,788	12,218	43,006	7,723	50,281	97	50,378
	Total daily	(me)	53,644	24,661	78,305	57,530	135,835	242	136,077
	Sunday edition	(S)	31,322	15,899	47,221	59,428	106,649	136	106,785
Galveston	News*	(m)	7,343	1,118	8,461	1,060	9,521	123	9,644
	*Tribune**	(e)	8,578	414	8,992	161	9,153	4	9,157
	Total daily	(me)	15,921	1,532	17,453	1,221	18,674	127	18,801
	Sunday edition	(S)	10,493	1,335	11,828	1,216	13,044	179	13,123
Houston	*Chronicle*	(e)	38,341	5,294	43,635	40,149	83,784	98	83,882
	Sunday edition	(S)	42,642	5,881	48,523	43,083	91,606	77	91,683
	Post-Dispatch	(m)	36,292	6,823	43,115	29,082	72,197	86	72,283
	Sunday edition	(S)	39,221	7,066	46,287	31,301	77,588	180	77,768
	Press	(e)	42,889	2,566	45,455	4,579	50,034	375	50,409
Port Arthur	*News**	(e)	8,287	.....	8,287	684	8,971	....	8,971
	Sunday edition	(S)	8,420	.....	8,420	793	9,213	....	9,213
San Antonio	Express*	(m)	16,257	.....	16,257	20,521	36,778	....	36,778
	*News**	(e)	26,585	.....	26,585	10,198	36,783	....	36,783
	Total daily	(me)	42,842	.....	42,842	30,719	73,561	....	73,561
	Sunday edition	(S)	31,379	.....	31,379	29,211	60,590	....	60,590
	Light	(e)	33,935	.....	33,935	12,316	46,251	5	46,256
	Sunday edition	(S)	44,452	.....	44,452	29,626	74,078	....	74,078
Sherman	Democrat*	(e)	2,722	2,516	5,238	388	5,626	....	5,626
	Sunday edition	(S)	2,829	2,516	5,345	387	5,732	....	5,732
Temple	Telegram	(m)	2,867	4,263	7,130	1,026	8,156	....	8,156
	Sunday edition	(S)	3,105	4,409	7,514	1,052	8,566	....	8,566
Texarkana	Gazette*	(m)	4,669	6,926	11,595	190	11,785	....	11,785
	*News**	(e)	4,601	220	4,821	.....	4,821	....	4,821
	Total daily	(me)	9,270	7,146	16,416	190	16,606	....	16,606
	Sunday edition	(S)	4,792	7,155	11,947	191	12,138	....	12,138
Waco	News-Tribune	(m)	6,724	.....	6,724	11,075	17,799	....	17,799
	Times-Herald	(x)	5,943	.....	5,943	3,851	9,794	....	9,794
	Saturday edition	(y)	5,872	.....	5,872	2,473	8,345	....	8,345
	Total daily	(me)	12,667	.....	12,667	14,926	27,593	....	27,593
	Sunday edition	(S)	11,972	.....	11,972	14,602	26,774	....	26,774
Wichita Falls	Times	(m)	4,664	6,284	10,948	3,084	14,032	....	14,032
	Record-News	(e)	7,632	6,832	14,014	2,648	16,662	....	16,662
	Total daily	(me)	12,296	12,666	24,962	5,732	30,964	....	30,964
	Sunday edition	(S)	9,415	12,699	22,114	6,118	28,232	....	28,232

UTAH

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Ogden	*Standard-Examiner*	(e)	7,636	2,871	10,507	1,338	11,845	....	11,845
	Sunday edition	(S)	7,922	2,963	10,885	1,537	12,422	....	12,422
Salt Lake City	*Deseret News**	(e)	12,547	7,004	19,551	17,667	37,218	88	37,306
	Tribune*	(m)	19,539	6,833	26,372	22,572	48,944	71	49,015
	*Telegram**	(e)	12,613	2,715	15,328	3,423	18,751	....	18,751
	Sunday edition	(S)	29,823	10,178	40,001	29,331	69,332	79	69,411

(Continued on page 158)

1931 Was a Good Year— For THE CHRONICLE!

Here are the 1931 Lineage Figures of the Three Houston Newspapers

	Houston Chronicle	Post-Dispatch	Houston Press
Local Display..	7,731,332	7,237,888	4,243,680
National	2,507,960	1,779,190	924,560
Classified	3,158,330	2,290,988	1,422,162
Total	13,397,622	11,308,066	6,590,402

Local —Chronicle's excess over Post-Dispatch.. 493,444
" " " Press 3,487,652

National —Chronicle's excess over Post-Dispatch.. 728,770
" " " Press 1,583,400

Classified —Chronicle's excess over Post-Dispatch.. 867,342
" " " Press 1,736,168

Total —Chronicle's excess over Post-Dispatch. 2,089,556
" " " Press 6,807,220

The Chronicle is not only First in Advertising Volume, but Leads in Circulation, Reader Response and Prestige.

THE HOUSTON CHRONICLE

LEADS THE SOUTH IN NATIONAL ADVERTISING

JESSE H. JONES, *President* — W. O. HUGGINS, *Vice-President—Editor* — G. J. PALMER, *Vice-President—Business Manager*

STEVE KELTON, *Assistant Business Manager* — R. W. McCARTHY, *Manager National Advertising*

JOHN M. BRANHAM COMPANY, National Representatives

A YEAR OF PRODUCTION AND BUYING-POWER

South and West Texas face another year of rich production, that will bring their people increased buying-power. The winter rains assure bumper crops of corn and other grain, as well as of winter and spring vegetables in great variety. The output of meat animals, wool and mohair will be heavy. The outlook for the oil and natural gas markets is favorable.

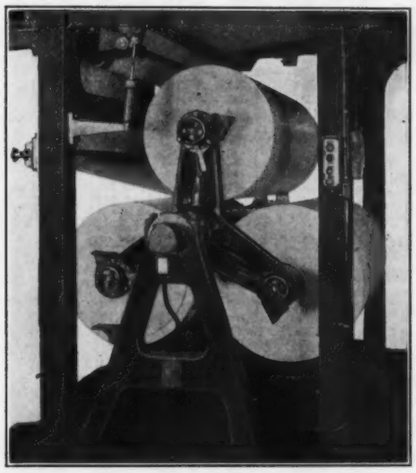
San Antonio Express and San Antonio Evening News cover this great, rich territory, that produces so many things which all the country demands. Their circulation is concentrated in this San Antonio market, and not scattered elsewhere. A thorough survey, just completed, gives The Express the A and B class ($2500 or more) throughout this territory, from Laredo, Brownsville, the Winter Garden and Victoria, north to Fredericksburg, Kerrville and Llano. This is the preference of the people who really make San Antonio their shopping-center. The Evening News is San Antonio's leading afternoon newspaper. These two newspapers will put your sales message before people able to buy.

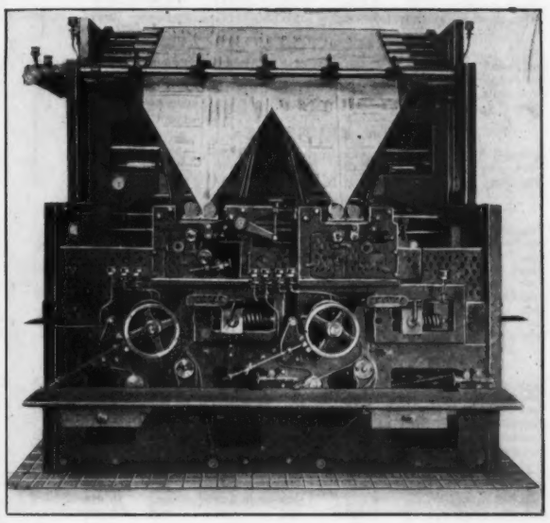
San Antonio Express
San Antonio Evening News

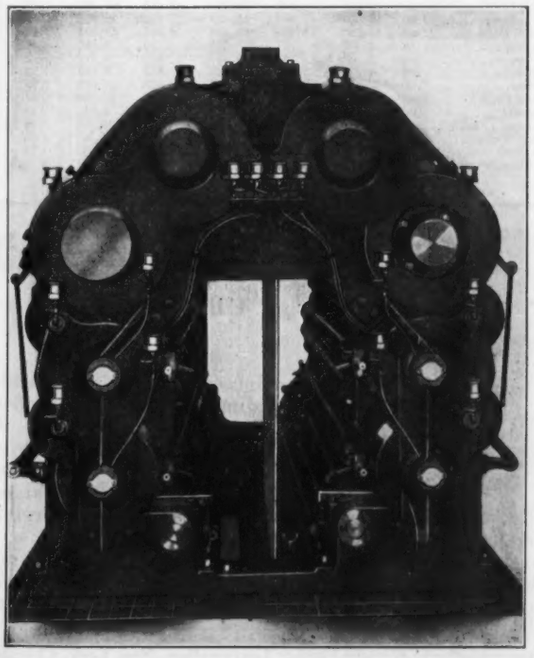
TEXAS' FOREMOST NEWSPAPERS

The John Budd Company, Representative in the National Field.
New York—Chicago—St. Louis—Atlanta—Dallas—Los Angeles—San Francisco—Portland, Ore.

Scott Reels, Folders and Units Are Unequalled







THE true value of a newspaper press depends upon its ability to unfailingly produce, on maximum schedule, well printed, neatly folded newspapers day after day, year in and year out.

To make this possible, every element of the press must not only be so well engineered and constructed as to be capable of doing first quality work swiftly, safely and surely, but it must be thoroughly co-ordinated with the performance of every other part. For instance, it is useless to install printing units that will produce more than the folder can handle.

Scott Engineers have always recognized this fact and Scott Presses have always been balanced machines. Scott Folders will handle the output of Scott Units and Scott Units will print all that the folders can handle — both are always in perfect step.

Scott developed and made practical the unit type of press construction, and the Scott "Extra-High-Speed" Unit is the strongest, most accurate and accessibly compact unit built. Scott Units meet every possible demand for speed, quality, accuracy and reliability in black printing and can be used without any structural changes whatever for full color work as well.

The Scott Folder is an exclusive Scott development. The elimination of transfer of sections from one cylinder or set of pins to another and the Scott Patent Safety Gate completely removes any danger of folder chokes or damage to folding blades and rollers. The Scott Folder is the only safe folder on the market.

Scott Reels with Jones Automatic Tension Governors are also exclusive Scott developments. This Automatic Tension Governor is operated entirely by the pull on the Web itself. Therefore, it counteracts instantaneously every change in web tension from any cause.

The New Scott "Hi-Speed" Roll Change, operating in conjunction with the Jones Automatic Tension Governor, places the Scott Reel beyond all competition. Furthermore, the advantages of color printing and automatic roll changing are available to all present users of Scott equipment at extremely moderate cost. In spite of their far-reaching importance, the new developments will not make a single Scott Unit or Reel obsolete.

Walter Scott & Company

Main Office and Factory

Plainfield, New Jersey, U. S. A.

New York
1457 Broadway

Chicago
1330 Monadnock Block

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 156*)

VERMONT

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Barre	*Times*	(e)	2,744	3,515	6,259	912	7,171	6	7,177
Burlington	Free Press	(m)	4,117	9,611	13,728	2,642	16,370	74	16,444
	News	(e)	3,371	2,120	5,491	207	5,698	4	5,702
Rutland	Herald	(m)	3,414	8,528	11,942	1,509	13,451	15	13,466

VIRGINIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Bristol	Herald-Courier*	(m)	2,878	3,133	6,011	2,960	8,971	....	8,971
	*News-Bulletin**	(e)	2,598	223	2,821	146	2,967	....	2,967
	Total daily	(me)	5,476	3,356	8,832	3,106	11,938	....	11,938
	Sunday edition	(S)	3,787	3,646	7,433	3,518	10,951	....	10,951
Clifton Forge	*Review**	(e)	1,027	162	1,189	82	1,271	11	1,282
Danville	Register	(m)	1,342	2,457	3,799	140	3,939	....	3,939
	Bee	(e)	5,828	3,365	9,193	227	9,420	....	9,420
	Total daily	(me)	7,170	5,822	12,992	367	13,359	....	13,359
	Sunday edition	(S)	3,435	3,831	7,266	178	7,444	....	7,444
Harrisonburg	News-Record	(m)	1,141	5,078	6,219	837	7,056	....	7,056
Lynchburg	News*	(m)	3,131	3,941	7,072	2,003	9,075	101	9,176
	*Advance**	(e)	7,025	777	7,802	81	7,883	3	7,886
	Total daily	(me)	10,156	4,718	14,874	2,084	16,958	104	17,062
	Sunday edition	(S)	4,589	4,315	8,904	2,032	10,936	100	11,036
Newport News	Press	(m)	2,099	4,156	6,255	750	7,005	170	7,175
	Times-Herald	(e)	6,636	2,725	9,361	65	9,426	61	9,487
	Total daily	(me)	8,735	6,881	15,616	815	16,431	231	16,662
	Sunday edition	(S)	5,075	6,269	11,344	884	12,228	170	12,398
Norfolk	*Ledger-Dispatch*	(e)	31,663	6,961	38,624	11,550	50,174	274	50,448
	Virginian-Pilot	(m)	31,041	9,800	40,841	6,814	47,655	730	48,385
	Sunday edition	(S)	32,489	9,411	41,900	6,253	48,153	343	48,496
Richmond	*News-Leader*	(e)	46,133	8,687	54,820	12,960	67,780	....	67,780
	Times-Dispatch	(m)	33,814	9,642	43,456	18,819	62,275	13	62,288
	Sunday edition	(S)	34,388	9,541	43,929	19,423	63,354	3	63,357
Roanoke	Times*	(m)	4,754	5,219	9,973	9,389	19,362	112	19,474
	*World-News**	(e)	13,784	2,369	16,153	605	16,758	2	16,760
	Total daily	(me)	18,538	7,588	26,126	9,994	36,120	114	36,234
	Sunday edition	(S)	9,175	5,776	14,951	9,895	24,846	114	24,960
Staunton	News-Leader*	(m)	727	3,621	4,348	507	4,855	....	4,855
	*Leader**	(e)	2,217	74	2,291	113	2,404	....	2,404
	Total daily	(me)	2,944	3,695	6,639	620	7,259	....	7,259
	Sunday edition	(S)	1,243	3,658	4,901	507	5,408	....	5,408
Winchester	*Star**	(e)	2,051	2,113	4,164	604	4,768	30	4,798

WASHINGTON

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Aberdeen	*World*	(e)	3,590	3,306	6,896	256	7,152	20	7,172
Bremerton	*News-Searchlight*	(e)	3,060	752	3,812	87	3,899	37	3,936
Centralia	*Chronicle*	(e)	2,321	1,307	3,628	132	3,760	4	3,764
Ellensburg	*Record**	(e)	1,296	847	2,143	106	2,249	....	2,249
Everett	*Herald*	(e)	7,447	6,801	14,248	289	14,537	85	14,622
Longview	*News*	(e)	3,760	1,817	5,586	400	5,986	....	5,986
Mt. Vernon	*Herald*	(e)	895	2,106	3,001	228	3,229	....	3,229
Port Angeles	*News*	(e)	2,367	363	2,730	112	2,842	....	2,842
Seattle	Post-Intelligencer	(m)	53,690	13,398	67,088	27,922	95,010	295	95,305
	Sunday edition	(S)	60,060	18,801	78,861	74,494	153,355	101	153,456
	Star	(e)	60,292	14,553	74,845	24,321	99,166	255	99,421
	Times	(e)	68,556	12,778	81,334	14,768	96,102	190	96,292
	Sunday edition	(S)	70,122	17,176	87,298	41,285	128,583	69	128,652
Spokane	*Chronicle*	(e)	23,815	15,425	39,240	2,966	42,206	150	42,356
	Press	(e)	12,154	9,321	21,475	1,317	22,792	152	22,944
	Spokesman-Review	(m)	18,980	22,651	41,631	7,392	49,023	264	49,287
	Sunday edition	(S)	24,940	21,888	46,828	8,144	54,972	151	55,123
Tacoma	Ledger	(m)	12,613	4,717	17,330	2,551	19,881	94	19,275
	News-Tribune	(e)	20,000	10,829	30,829	2,997	33,826	8	33,834
	Total daily	(me)	32,613	15,546	48,159	5,548	53,707	102	53,809
	Sunday edition	(S)	17,288	6,955	24,243	2,177	26,421	15	26,436
	Times	(e)	19,404	6,815	26,219	1,437	27,656	26	27,682
Vancouver	*Columbian*	(e)	2,998	1,414	4,412	298	4,710	35	4,745
Walla Walla	*Bulletin*	(e)	3,444	2,901	6,345	857	7,202	....	7,202
	Sunday edition	(S)	3,362	2,892	6,254	888	7,142	....	7,142
	Union	(m)	1,338	1,306	2,644	259	2,903	188	3,091
	Sunday edition	(S)	1,354	1,313	2,667	264	2,931	187	3,118
Wenatchee	*World**	(e)	3,761	6,293	10,054	543	10,597	16	10,613
Yakima	Herald*	(m)	1,531	5,578	7,109	228	7,337	35	7,372
	Sunday edition	(S)	5,950	6,588	12,538	339	12,877	26	12,903
	*Republic**	(e)	6,073	1,425	7,498	216	7,714	13	7,727

WEST VIRGINIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Beckley	Post-Herald*	(m)	900	2,794	3,694	70	3,764	....	3,764
	*Raleigh Register**	(e)	1,251	2,980	4,231	104	4,335	....	4,335
	Total daily	(me)	2,151	5,774	7,925	174	8,099	....	8,099
	Sunday edition	(S)	1,662	5,292	6,954	92	7,046	....	7,046
Bluefield	Telegraph*	(m)	3,404	7,117	10,521	878	11,399	....	11,399
	*Sunset News**	(e)	1,247	404	1,651	51	1,702	....	1,702
	Total daily	(me)	4,651	7,521	12,172	929	13,101	....	13,101
	Sunday edition	(S)	4,326	10,336	14,662	1,156	15,818	....	15,818
Charleston	Gazette*	(m)	10,218	13,597	23,815	6,386	30,201	164	30,365
	Sunday edition	(S)	11,175	16,589	27,764	7,396	35,160	132	35,292
Clarksburg	Exponent	(m)	3,732	5,185	8,917	3,174	12,091	....	12,091
	Telegram	(e)	6,714	6,569	13,283	2,277	15,560	....	15,560
	Total daily	(me)	10,446	11,754	22,200	5,451	27,651	....	27,651
	Sunday edition	(S)	8,396	12,116	20,512	6,344	26,856	....	26,856
Fairmont	Times	(m)	2,692	2,471	5,163	547	5,710	70	5,780
	West Virginian	(e)	3,101	2,361	5,462	179	5,641	4	5,645
	Total daily	(me)	5,793	4,832	10,625	726	11,351	74	11,425
	Sunday edition	(S)	4,556	3,064	7,620	448	8,068	....	8,068
Huntington	Herald-Dispatch*	(m)	7,333	3,258	10,591	1,916	12,507	....	12,507
	*Advertiser**	(e)	10,821	1,817	12,638	180	12,818	....	12,818
	Total daily	(me)	18,154	5,075	23,229	2,096	25,325	....	25,325
	Sunday edition	(S)	13,852	4,567	18,419	1,995	20,414	....	20,414
Martinsburg	*Journal**	(e)	3,010	1,936	4,946	483	5,429	....	5,429
Morgantown	Dominion-News	(m)	2,785	2,624	5,409	1,049	6,458	....	6,458
	Post	(e)	3,667	2,412	6,079	525	6,604	....	6,604
Parkersburg	*Sentinel*	(e)	7,139	3,109	10,248	904	11,152	....	11,152
Wheeling	Intelligencer*	(m)	3,290	5,239	8,529	3,053	11,582	....	11,582
	*News**	(e)	14,361	4,118	18,479	541	19,020	....	19,020
	Sunday edition	(S)	10,770	8,334	19,104	962	20,066	....	20,066
	Register*	(m)	4,109	2,197	6,306	1,972	8,278	....	8,278
	Sunday edition	(S)	4,626	1,995	6,621	993	7,614	....	7,614

WISCONSIN

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Appleton	*Post-Crescent*	(e)	6,284	8,414	14,698	417	15,115	4	15,119
Beloit	*News**	(e)	5,998	3,335	9,333	415	9,748	4	9,752
Chippewa Falls	*Herald-Telegram*	(e)	1,910	2,755	4,665	450	5,115	....	5,115
Eau Claire	Leader	(m)	2,192	7,383	9,575	777	10,352	3	10,355
	Telegram	(e)	4,110	110	4,220	36	4,256	....	4,256
	Total daily	(me)	6,302	7,493	13,795	813	14,608	3	14,611
	Sunday edition	(S)	2,238	7,442	9,680	778	10,458	....	10,458
Fond du Lac	*Commonwealth-Reporter*	(e)	6,060	6,971	13,031	902	13,933	2	13,935
Green Bay	*Press-Gazette*	(e)	9,921	7,930	17,851	1,262	19,113	8	19,121
Janesville	*Gazette*	(e)	5,833	8,224	14,057	309	14,366	5	14,371
Kenosha	*News*	(e)	9,343	1,046	10,389	475	10,864	10	10,874
La Crosse	*Tribune & Leader-Press*	(e)	8,238	5,668	13,906	743	14,649	....	14,649
	Sunday edition	(S)	7,383	5,632	13,015	750	13,765	....	13,765
Madison	*Capital Times**	(e)	9,674	12,710	22,384	5,021	27,405	150	27,555
	Sunday edition	(S)	8,524	12,595	21,119	5,033	26,152	....	26,152
	Wisconsin State Journal	(e)	12,002	13,016	25,018	2,040	27,058	3	27,061
	Sunday edition	(S)	11,133	13,136	24,271	2,048	26,319	....	26,319

WISCONSIN—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Manitowoc	*Herald-News*	(e)	3,857	3,586	7,443	567	8,010	....	8,010
Milwaukee	*Journal*	(e)	89,826	37,096	126,922	29,118	156,040	....	156,040
	Sunday edition	(S)	84,620	52,924	137,544	74,681	212,225	....	212,225
	Sentinel	(m)	40,564	18,846	59,410	21,317	80,727	481	81,208
	Wisconsin News	(e)	57,640	23,188	80,828	18,685	99,513	23	99,536
	Total daily	(me)	98,204	42,034	140,238	40,002	180,240	504	180,744
	Sunday edition	(S)	56,888	37,167	94,055	65,758	159,813	221	160,034
Monroe	*Times**	(e)	1,198	1,679	2,877	302	3,179	8	3,187
Neenah	*News-Times**	(e)	1,718	60	1,778	46	1,824	161	1,985
Oshkosh	*Northwestern*	(e)	9,951	4,099	14,050	678	14,728	9	14,737
Racine	*Journal-News*	(e)	9,590	2,753	12,343	476	12,819	....	12,819
	Times-Call	(e)	8,409	2,046	10,455	222	10,677	8	10,685
Sheboygan	*Press*	(e)	8,973	6,780	15,753	431	16,184	....	16,184
Superior	*Telegram*	(e)	8,136	7,492	15,628	5,220	20,848	114	20,962
Wausau	*Record-Herald*	(e)	5,712	3,510	9,222	282	9,504	....	9,504

WYOMING

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Casper	*Tribune-Herald*	(x)	4,215	1,286	5,501	1,642	7,143	....	7,143
	Sunday edition	(S)	4,289	1,220	5,509	1,688	7,197	....	7,197
Cheyenne	*Tribune-Leader*	(e)	4,507	1,223	5,730	1,821	7,551	2	7,553
Sheridan	*Press*	(x)	2,105	1,719	3,824	1,244	5,068	11	5,079
	Sunday edition	(S)	2,207	1,841	4,048	1,368	5,416	....	5,416

DOMINION OF CANADA

ALBERTA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Calgary	Albertan	(m)	6,418	4,871	11,289	2,005	13,294	149	13,443
	Herald	(e)	17,852	8,891	26,743	935	27,678	11	27,689
Edmonton	*Bulletin*	(e)	8,004	6,329	14,333	1,006	15,339	4	15,343
	Journal	(e)	16,857	13,310	30,167	398	30,565	7	30,572
Lethbridge	*Herald*	(x)	2,741	2,842	5,583	339	5,922	2	5,924
	Saturday edition	(y)	3,066	3,825	6,891	384	7,275	....	7,275
Medicine Hat	*News*	(e)	1,595	63	1,658	83	1,741	....	1,741

BRITISH COLUMBIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Nelson	News	(m)	1,267	3,237	4,504	189	4,693	....	4,693
Prince Rupert	*News*	(e)	918	527	1,445	110	1,555	13	1,568
Vancouver	*Province*	(e)	47,003	9,142	56,145	24,681	80,826	85	80,911
	Sunday edition	(S)	55,058	10,525	65,583	28,244	93,827	90	93,917
	Star	(m)	10,059	1,560	11,619	4,031	15,650	111	15,761
	Sun	(e)	43,670	7,991	51,661	20,350	72,011	236	72,247
Victoria	Colonist	(m)	7,028	2,405	9,433	1,498	10,931	5	10,936
	Sunday edition	(S)	9,900	2,449	12,349	1,548	13,897	9	13,906
	Times	(e)	7,849	1,688	9,537	753	10,290	56	10,346

MANITOBA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Winnipeg	Free Press*	(m)	7,590	285	7,875	14,319	22,194	121	22,315
	*Free Press Bulletin**	(e)	30,987	2,602	33,589	9,851	43,440	215	43,655
	Total Daily	(me)	38,577	2,887	41,464	24,170	65,634	336	65,970
	*Tribune**	(e)	24,993	2,086	27,079	11,564	38,643	242	38,885

NEW BRUNSWICK

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Saint John	Telegraph-Journal	(m)	3,619	.....	3,619	15,351	18,970	4	18,974
	Times-Globe	(e)	13,740	.....	13,740	1,569	15,309	3	15,312
	Total Daily	(me)	17,359	.....	17,359	16,920	34,279	7	34,286

NOVA SCOTIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Halifax	Chronicle	(m)	3,049	.....	3,049	10,440	13,489	....	13,489
	Star	(e)	8,159	.....	8,159	11,260	19,419	....	19,419
	Total Daily	(me)	11,208	.....	11,208	21,700	32,908	....	32,908
	Herald	(m)	3,109	.....	3,109	21,650	24,759	139	24,898
	Mail	(e)	13,263	.....	13,263	10,776	24,039	....	24,039
	Total Daily	(me)	16,372	.....	16,372	32,426	48,798	139	48,937
Sydney	Post	(m)	1,377	2,705	4,082	994	5,076	....	5,076
	Post	(e)	1,329	1,997	3,326	123	3,449	....	3,449
	Total Daily	(me)	2,706	4,702	7,408	1,117	8,525	....	8,525

ONTARIO

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Brantford	*Expositor*	(e)	7,242	4,433	11,675	514	12,189	8	12,197
Brockville	*Recorder & Times*	(e)	2,363	1,798	4,161	402	4,563	3	4,566
Chatham	*News*	(e)	3,395	3,020	6,415	230	6,665	11	6,676
Ft. William	*Times-Journal*	(e)	5,042	819	5,861	413	6,274	5	6,279
Galt	*Reporter*	(e)	4,243	1,106	5,349	151	5,500	13	5,513
Guelph	*Mercury*	(e)	4,586	1,256	5,842	598	6,440	7	6,447
Hamilton	*Herald*	(e)	8,993	3,365	12,358	1,511	13,869	....	13,869
	Spectator	(e)	31,608	5,967	37,575	1,935	39,510	23	39,533
Kingston	*Whig-Standard*	(e)	5,668	5,396	11,064	681	11,745	3	11,748
Kitchener	*Record*	(e)	8,482	1,980	10,462	356	10,818	2	10,820
Lindsay	*Post*	(e)	1,133	976	2,109	263	2,372	....	2,372
London	Advertiser	(m)	828	9,951	10,779	3,249	14,028	31	14,059
	Advertiser	(e)	2,459	678	3,137	55	3,192	29	3,221
	Total Daily	(me)	3,287	10,629	13,916	3,304	17,220	60	17,280
	Free Press	(m)	2,374	13,257	15,631	5,436	21,067	33	21,100
	Free Press	(e)	15,117	808	15,925	162	16,087	13	16,100
	Total Daily	(me)	17,491	14,065	31,556	5,598	37,154	46	37,200
Niagara Falls	*Review*	(e)	4,683	701	5,384	96	5,480	1	5,481
Oshawa	*Times*	(e)	2,846	701	3,547	330	3,877	2	3,879
Ottawa	Citizen	(m)	4,855	2,673	7,528	515	8,043	24	8,067
	Citizen	(e)	22,494	3,656	26,150	933	27,083	43	27,126
	Total Daily	(me)	27,349	6,329	33,678	1,448	35,126	67	35,193
	Journal	(m)	2,398	3,294	5,692	4,220	9,912	31	9,943
	Journal	(e)	16,853	8,404	25,257	1,333	26,590	49	26,639
	Total Daily	(me)	19,251	11,698	30,949	5,553	36,502	80	36,582
	Le Droit	(u)	7,796	4,302	12,098	4,039	16,137	16	16,153
	Thursday edition	(t)	7,799	5,544	13,343	5,628	18,971	....	18,971

(*Continued on page 160*)

The Daily Mail

CHARLESTON

West Virginia

Housed in a monumental building, with the most modern mechanical equipment in the State, this newspaper covers completely, every evening and Sunday morning, the largest, wealthiest and most populous Trading Area in West Virginia. Big volume and high quality in City and Country!

This Area, with its exceptional natural resources and its rapidly growing industrialism, has probably been less affected by the downward movement of the business cycle than any other part of the country.

Foreign Representatives: Devine-Tenney Corporation, New York, Chicago

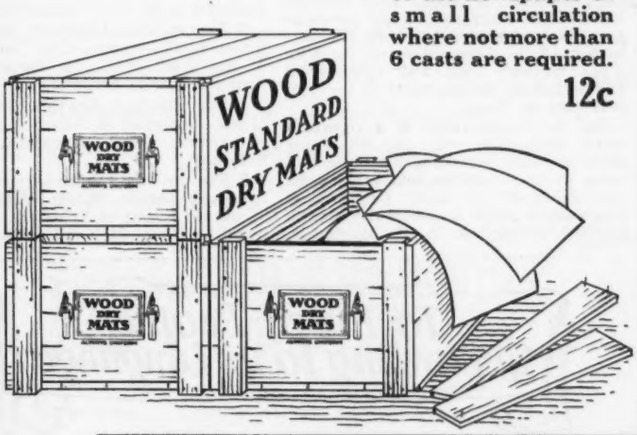
There's Case upon Case of Satisfaction in Wood Dry Mats

for instance —

Take the case of The "STANDARD"

It meets the need of the newspaper of small circulation where not more than 6 casts are required.

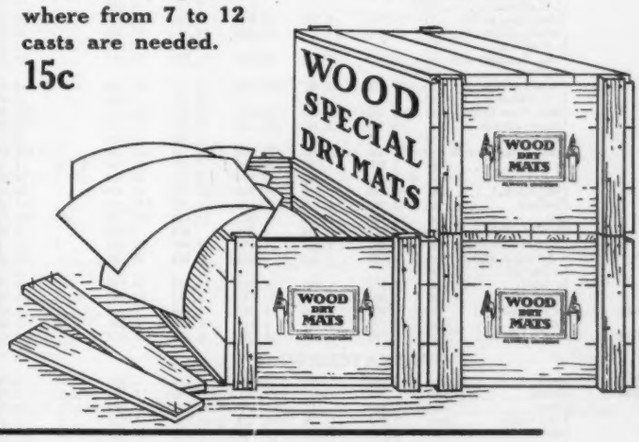
12c



— or take the case of The "SPECIAL"

It is the popular mat in those plants where from 7 to 12 casts are needed.

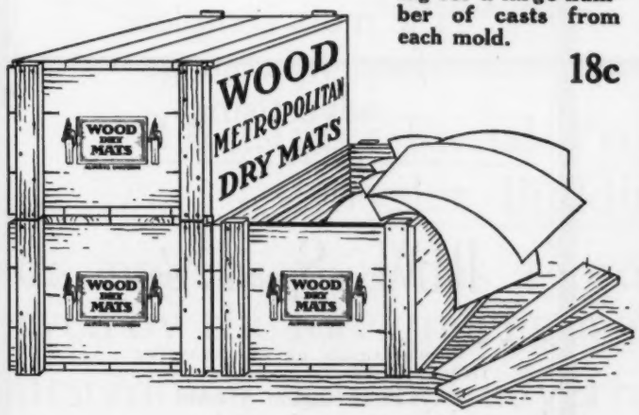
15c



— or take the case of The "METROPOLITAN"

The mat for those Metropolitan papers with their large batteries of presses calling for a large number of casts from each mold.

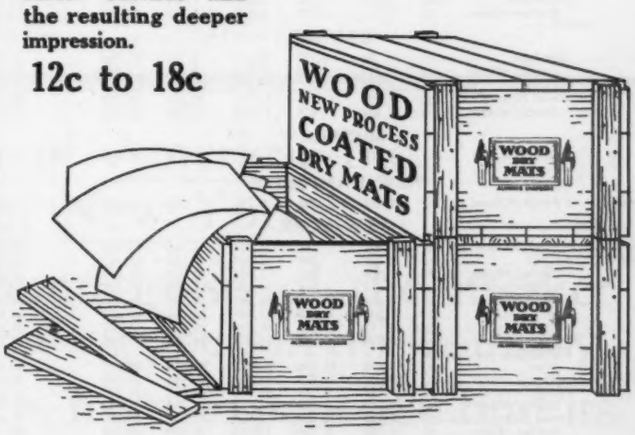
18c



— or take the case of the "New Process COATED"

The mat that has met the demand for greater flexibility, softer surface and the resulting deeper impression.

12c to 18c



WOOD DRY MATS
ALWAYS UNIFORM

WOOD

FLONG CORPORATION
HOOSICK FALLS, N.Y.

WOOD DRY MATS
ALWAYS UNIFORM

CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(*Continued from page 158*)

ONTARIO—Continued

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Owen Sound	*Sun-Times*	(e)	2,595	4,507	7,102	315	7,417	1	7,418
Peterborough	*Examiner*	(e)	5,312	1,658	6,970	910	7,880	....	7,880
Port Arthur	*News-Chronicle*	(e)	3,753	551	4,304	195	4,499	....	4,499
Sarnia	*Canadian Observer*	(e)	.....	.....	.....	.....	.....	....	.....
Sault Ste. Marie	*Star*	(e)	4,242	1,780	6,022	552	6,574	39	6,613
Stratford	*Beacon-Herald*	(e)	4,026	4,220	8,246	798	9,044	24	9,068
St. Catharines	*Standard*	(e)	6,190	3,170	9,360	509	9,869	14	9,883
St. Thomas	*Times-Journal*	(e)	4,191	3,634	7,825	1,186	9,011	4	9,015
Toronto	Globe	(m)	30,820	15,997	46,817	50,557	97,374	24	97,398
	Mail & Empire	(m)	68,381	16,253	84,634	29,531	114,165	61	114,226
	Star	(e)	117,659	30,725	148,384	49,628	198,012	....	198,012
	Weekly edition	(y)	119,602	38,491	158,093	67,673	225,766	....	225,766
	Telegram	(e)	125,755	8,931	134,686	6,432	141,118	30	141,148
Windsor	*Border Cities Star*	(e)	25,227	8,160	33,387	5,279	38,666	....	38,666
Woodstock	*Sentinel-Review*	(e)	3,854	1,738	5,592	495	6,087	4	6,091

PRINCE EDWARD ISLAND

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Charlottetown	Guardian	(m)	1,227	3,577	4,804	394	5,198	....	5,198
	Patriot	(e)	1,692	1,950	3,642	180	3,822	221	4,041

QUEBEC

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Chicoutimi	*Progres du Saguenay*	(e)	1,170	3,471	4,641	837	5,478	....	5,478
Montreal	Gazette	(m)	27,427	852	28,279	8,136	36,415	28	36,433
	Herald	(x)	14,408	55	14,463	874	15,337	105	15,442
	Saturday edition	(S)	7,809	55	7,864	968	8,832	....	8,832
	La Patrie	(e)	.....	.....	.....	.....	.....	....	.....
	Canada edition	(x)	19,743	3,342	23,085	10,055	33,140	....	33,140
	U. S. edition	(x)	.....	.....	.....	2,544	2,544	....	2,544
	Total, Mon. to Fri.	(x)	19,743	3,342	23,085	12,599	35,684	....	35,684
	Canada edition	(y)	29,342	3,753	33,095	19,154	52,249	....	52,249
	U. S. edition	(y)	.....	.....	.....	2,408	2,408	....	2,408
	Total, Saturday edit.	(y)	29,342	3,753	33,095	21,562	54,657	....	54,657
	La Presse	(e)	.....	.....	.....	.....	.....	....	.....
	Canada edition	(x)	104,455	12,607	117,062	23,466	140,528	....	140,528
	U. S. edition	(x)	.....	.....	.....	18,553	18,553	....	18,553
	Total, Mon. to Fri.	(x)	104,455	12,607	117,062	42,019	159,081	....	159,081
	Canada edition	(y)	107,852	13,440	121,292	51,273	172,565	....	172,565
	U. S. edition	(y)	.....	.....	.....	18,508	18,508	....	18,508
	Total, Saturday edit.	(y)	107,852	13,440	121,292	69,781	191,073	....	191,073
	Le Canada	(m)	9,767	586	10,353	892	11,245	3,516	14,761
	Le Devoir	(e)	6,567	1,352	7,919	5,751	13,670	2	13,672
	Petit Journal	(S)	50,160	2,590	52,750	15,789	68,539	....	68,539
	Standard	(y)	55,911	1,163	57,074	60,315	117,389	....	117,389
	Star	(e)	99,768	1,884	101,652	22,120	123,772	105	123,877
Quebec	*Chronicle-Telegraph*	(e)	4,072	131	4,203	808	5,011	....	5,011
	L'Action Catholique	(x)	6,623	2,018	8,641	13,800	22,441	2	22,443
	Saturday edition	(y)	6,882	2,456	9,338	19,228	28,566	....	28,566
	Le Journal	(e)	.....	.....	.....	.....	.....	....	.....
	Le Soleil	(e)	21,059	2,985	24,044	24,144	48,188	....	48,188
	L'Evenement	(m)	13,004	1,166	14,170	9,982	24,152	1	24,153
Sherbrooke	*La Tribune*	(e)	2,303	3,334	5,637	1,419	7,056	....	7,056
	Record	(e)	2,120	3,993	6,113	2,970	9,083	6	9,089
Three Rivers	*Le Nouvelliste*	(e)	5,570	5,963	11,533	1,481	13,014	....	13,014

SASKATCHEWAN

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Prince Albert	*Herald*	(e)	1,946	1,006	2,952	129	3,081	5	3,086
Moose Jaw	Herald	(m)	25	1,646	1,671	92	1,763	....	1,763
	Times	(e)	3,567	112	3,679	204	3,883	....	3,883
	Total Daily	(me)	3,592	1,758	5,350	296	5,646	5	5,651
Regina	Leader	(l)	2,789	4,373	7,162	7,240	14,402	15	14,417
	Post	(x)	8,293	1,979	10,272	1,465	11,737	4	11,741
	Total, Mon. to Fri.	(lx)	11,082	6,352	17,434	8,705	26,139	19	26,158
	Leader	(k)	2,844	6,357	9,201	10,527	19,728	12	19,740
	Post	(y)	8,642	2,581	11,223	1,754	12,977	7	12,984
	Total, Saturday	(ky)	11,486	8,938	20,424	12,281	32,705	19	32,724
	Star	(x)	5,471	2,928	8,399	5,227	13,626	38	13,664
	Saturday edition	(y)	5,664	3,326	8,990	5,840	14,830	....	14,830
Saskatoon	Phoenix	(m)	1,181	1,967	3,148	112	3,260	....	3,260
	Star	(e)	8,411	10,550	18,961	1,219	20,180	....	20,180
	Total Daily	(me)	9,592	12,517	22,109	1,331	23,440	....	23,440

FOREIGN LANGUAGE NEWSPAPERS

CALIFORNIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Los Angeles	El Heraldo de Mexico	(m)	891	454	1,345	1,031	2,376	....	2,376
	Sunday edition	(s)	1,632	663	2,295	1,381	3,676	....	3,676
	La Opinion	(m)	4,363	1,255	5,618	7,585	13,203	....	13,203
	Sunday edition	(s)	6,847	2,162	9,009	12,325	21,334	....	21,334

ILLINOIS

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Chicago	*Abendpost*	(e)	32,756	4,255	37,011	4,769	41,780	....	41,780
	Sunday edition	(s)	26,166	3,888	30,054	3,565	33,619	....	33,619
	Alliance Daily Zgoda	(e)	23,122	3,077	26,199	3,876	30,075	....	30,075
	Jewish Forward	(m)	17,321	440	17,761	18,009	35,770	....	35,770
	Sunday edition	(s)	17,134	458	17,592	20,195	37,787	....	37,787

MICHIGAN

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Detroit	*Polish News*	(e)	14,073	678	14,751	378	15,129	29	15,158

NEW HAMPSHIRE

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Manchester	*L'Avenir National*	(s)	2,440	359	2,799	362	3,161	2	3,163

NEW YORK

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Brooklyn	Nordisk Tidende	(j)	7,530	381	7,911	4,735	12,646	....	12,646
New York	*Atlantis*	(c)	4,593	505	5,098	8,545	13,643	....	13,643
	Sunday edition	(s)	5,306	567	5,873	10,076	15,949	....	15,949
	Corriere d'America	(m)	31,319	4,814	36,133	11,264	47,397	....	47,397
	Sunday edition	(s)	28,839	5,858	34,697	11,869	46,566	....	46,566
	Day	(x)	52,386	4,273	56,659	25,949	82,608	....	82,608
	Sat. a.m. edition	(y)	64,779	4,411	69,190	26,627	95,817	....	95,817
	Sunday edition	(s)	60,095	4,383	64,478	26,575	91,053	....	91,053
	Il Progresso Italo-Americano	(m)	40,038	10,404	50,442	29,775	80,217	....	80,217
	Sunday edition	(s)	38,907	12,539	51,446	38,861	90,307	....	90,307
	Jewish Forward	(e)	78,380	9,156	87,536	40,322	127,858	....	127,858
	Sunday edition	(s)	83,658	8,885	92,543	50,737	143,280	....	143,280
	Jewish Morn. Journal	(m)	80,350	3,163	83,513	13,786	97,299	....	97,299
	Sunday edition	(s)	72,738	3,150	75,888	13,900	89,788	....	89,788
	La Prensa	(m)	11,640	1,452	13,092	3,014	16,106	....	16,106
	Nowy Swiat	(m)	9,612	4,007	13,619	3,484	17,103	....	17,103
	Sunday edition	(s)	7,162	3,311	10,473	1,807	12,280	....	12,280
	Herold	(e)	27,844	6,473	34,317	883	35,200	....	35,200
	Staats-Zeitung	(m)	33,543	9,536	43,079	4,697	47,776	....	47,776
	Total daily	(me)	61,387	16,009	77,396	5,580	82,976	....	82,976
	Sunday edition	(s)	63,204	21,419	84,623	17,525	102,148	....	102,148

PENNSYLVANIA

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Philadelphia	Tageblatt	(m)	2,135	242	2,377	74	2,451	....	2,451

RHODE ISLAND

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Woonsocket	*La Tribune*	(e)	2,391	296	2,687	445	3,132	2	3,134

TEXAS

City	Paper	Key	Total City	Total Suburban	Total Local	All Other	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
El Paso	El Continental	(m)	8,977	1,327	10,304	163	10,467	1	10,468
	Sunday edition	(s)	9,194	1,343	10,537	123	10,660	2	10,662
San Antonio	La Prensa	(m)	National Distribution				11,896	....	11,896
	Sunday edition	(s)	National Distribution				23,811	....	23,811

PULITZER PRIZES

The awards of the Pulitzer School of Journalism for the year 1930 were announced May 9, and the Atlanta Constitution was awarded the gold medal for "the most disinterested and meritorious public service rendered by an American newspaper during the year."

Other journalism awards were as follows:

For the best editorial article written during the year, $500 to Charles S. Ryckman, editor of the *Fremont* (Neb.) *Tribune*, for his editorial entitled "The Gentleman from Nebraska," published Nov. 7, 1930, following the election of George H. Norris to the United States Senate.

For the best example of correspondence during the year, the test being clearness and terseness of style, preference being given to fair, judicious, well-balanced and well-informed interpretative writing, which shall make clear the significance of the subject covered in the correspondence or which shall promote international understanding and appreciation, $500.—Awarded to H. R. Knickerbocker, Berlin correspondent of the *New York Evening Post* and *Philadelphia Public Ledger*, for his series on the five-year plan in Russia.

For the best example of a reporter's work during the year, the test being strict accuracy, terseness, the preference being given to articles that achieve the accomplishment of some public good commanding public attention and respect, $1,000.—Awarded to A. B. Macdonald, of the *Kansas City Star*, for his work in connection with a murder in Amarillo, Tex.

For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be intended to be helpful to some commendable cause of public importance; due account being taken of the whole volume of the artist's newspaper work during the year, $500.—Awarded to Edmund Duffy, of the *Baltimore Sun*, for his cartoon, entitled "An Old Struggle Still Going On," published Feb. 27, 1930, and intended to depict the futility of the Russian effort to destroy religion.

The prizes in letters were awarded as follows:

1. For the American novel, $1,000.—Awarded to "Years of Grace," by Margaret Ayer Barnes, published by Houghton, Mifflin Company, Boston.

2. For the best original American play, $1,000.—Awarded to "Alison's House," by Susan Glaspell, produced by Eva Le Gallienne at the Civic Repertory Theatre.

3. For the best history of the United States, $2,000.—Awarded to "The Coming of the War, 1914," by Bernadotte E. Schmitt, Charles Scribner's Sons.

4. For the best American biography, $1,000.—Awarded to "Charles N. Eliot," by Henry James, Houghton, Mifflin Company.

5. For the best volume of verse by an American author, $1,000.—Awarded to "Collected Poems of Robert Frost," published by Henry Holt & Co., New York.

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CALIFORNIA

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulation Manager	Adv. Manager Nat'l. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LOS ANGELES								
Japanese	Japanese American	8,525	$.60″	K. Abiko	Y. Kumanomido (M. E.)	H. I. Yamosaki	K. Lanino	K. Terada
	Japanese Daily News	8,327	.04	H. T. Komai	H. T. Komai Shogo Muto	Shinaichi Tambara (B. M.)	T. K. Shindo	
Spanish	Heraldo de Mexico	4,657	.65″	Marburg & Grossman		Edgar M. Grossman		F. B. Garcia
	La Opinion	13,204	.05	Losano Newspapers, Inc.	R. H. Llergo (M. E.) Ignacio E. Losano	Arturo N. Cantu (B. M.)	F. Olivares	
SACRAMENTO								
Japanese	Sacramento Daily News	3,000	.029	K. Oki	G. Nambu (E.)	K. Oki (B. M.)		
SAN FRANCISCO								
Chinese	Young China	6,800	.107	Publishing Co.	G. P. Joy (E.)			
Japanese	New World	14,588	1.00″	The New World, Inc.	T. Abe (E.)			
Chinese	Chinese Nationalist Daily	7,690	1.50″	Chinese Nationalist Daily	D. Y. Mah W. W. Leong	M. W. Harry (B. M.)		
	Chinese World	8,126	2.00″	Sai Gai Yat Bo	Ng Yuk Tong	Richard Y. Fung		
	Chung Sai Yat Po	7,010	.154	Chung Sai Yat Po Publishing Co	Tang Yik Wan Ng Poon Chew	Wong Tong (B. M.) Ng Lin (C. M.)		
French	Le Courrier du Pacifique	2,865	.81″	L'Echo de L'Ouest, Inc.	A. Lusinchi	Francis Poggi (B. M.)		
Italian	L'Italia	19,940	.10	L'Italia Press Company	Ettore Patrizi	Louis Liati (B. M.)		
	Voce del Popolo	14,945	.10	Voce del Popolo Publishing Co.	O. D. Ronchi	E. Vannuchi (C. M.)	G. Torchia	C. Piodi
Japanese	Japanese American News	16,651	.60″	K. Abiko	K. Abiko	S. Hara (B. M.)	S. Takemoto	S. Nakamara

FLORIDA

TAMPA								
Spanish	La Traduccion	4,200	.59″	La Traduccion Publishing Company	J. A. Gregory			

HAWAII

HILO								
Japanese	Hawaii Mainichi Sha	1,550	.35″	Hawaii Mainichi Sha Ltd	J. Inouye K. Okubo			
HONOLULU								
Japanese	Hawaii Hochi	15,509	.065	Hawaii Hochi	T. Terasaki	F. K. Makino (B. M.) K. Kumasaki	Arthur Apsey	
	Nippu Jiji	14,391	.065	Nippu Jiji Company Ltd	Yasutaro Soga	K. Kawamoto (B. M.) T. Inouye	H. S. Tomita	

ILLINOIS

CHICAGO								
Bohemian	Narod	2,800	.014	Bohemian Benedictine Press	Rev. Jos. Chvatal (E.)	Rev. Jos. Chvatal (B. M.)		
Chinese	Kung Shong Yat Po	7,225	.455″	Publishing Company	I. P. Jin (E') (N. Yih, (M. E.)	W. Jean (B. M.)		
	San Min Morning Paper	.....	2.50″	Publishing Company		L. T. Suen (B. M.)		
Jewish	Jewish Call	38,950	.05	Hyman Lideman	J. Lippman (E.)			
	Jewish Press	25,000	.07	A. M. Liebling	S. Greenblau (E)			
Slovak	Rovnost Ludu	20,000	.75″		F. H. Gruener		John Zuskar (A. M.)	
Bohemian	Denni Hlasatel	47,321	.10	Denni Hlasatel Publishing & Printing Co.	Joseph Neuzil	V. Spatny (B. M.)	V. Spatny	
	Svornost	46,831	.10	Svornost Publishing Company	A. Geringer	M. Geringer (B. M.) H. Kolben (C. M.)	M. Geringer	E. Hlimsky
German	Abendpost	45,925	.15	The Abendpost Company	Paul H. Mueller Paul Kammerling	F. J. Otte (B. M.) Charles A. Walz (C. M.)	L. H. Lange	
Jewish	Jewish Courier	47,984	.14	M. Ph. Ginsburg	Dr. S. M. Melamed	M. Solar (B. M.) Harry A. Lipsky (B. M.)		I. Ginsburg
	Jewish Daily Forward	34,112	.16	Jewish Daily Forward Assn.	A. Cahan	B. C. Vladeck	H. Greenfield	
Lithuanian	Draugas	20,000	.06	Draugas Publishing Company	L. Simitus	L. Draugelis (B. M.)		
	Naujienos	38,100	.065	Lithuanian News Publishing Co.	Pius Grigaitis	Maria Jurgelonis (B. M.)		J. Jasulavege
	Vilnis	15,650	.10	Workers Publishing Assn., Inc.	V. J. Andrules	John P. Miller (B. M.)		
Polish	Dziennik Chicagoski	29,789	.05	Polish Publishing Company	Joseph Przydatek	Rev. Thad. Ligman (B. M.)	S. Ringa	
	Dziennik Zjednoczenia	18,630	.05	Dziennik Zjednoczenia Publishing Co.	Sigmund Stefanowicz	Anthony Chonarzewski (B. M.) C. Gasior (C. M.)	L. W. Paluszek	
	Daily Zgoda	34,454	.16	Polish National Alliance	S. Zaklikiewicz	J. M. Sienkiewicz (B. M.)		
Russian	Rassviet	20,000	.06	Russian Publishing Company	M. J. Roubtsahanin	Julian Carpick (B. M.)		
Slovak	Slovensko Americky Dennik	15,860	.10	Slovak American Publishing Assn.	J. V. Uherkovich		John Zuskar	
Slovenian	Amerikanski Slovenec	6,740	.07	Edinost Publishing Company	John Jerich	Albin Zakrajsek (B. M.)		
	Prosveta	12,028	1.50″	Slovenian National Benefit Society	John Molek	Philip Godina		

KENTUCKY

LOUISVILLE								
German	Louisville Anzeiger	6,987	.04	Louisville Anzeiger Company, Inc.	L. C. Schulmann John Krauss	H. V. Cohn (B. M.) Theo. Richard (C. M.)		J. Krauss

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MASSACHUSETTS

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BOSTON								
Armenian	Baikar	5,500	.75″	Baikar Assn., Inc.	A. Nazar (E.)	H. M. Paroonagian (B. M.)		
	Hairenik	8,400	.75″	Association, Inc.	R. Darbiniau			
Italian	La Notizia	37,330	.06	La Notizia Publishing Company	L. S. Lo Presti	R. Nigro (C. M.)		G. Manganiello
				Graziano Longarini	Graziano Longarini			
Polish	Kuryer Codzienny	20,951	.12	Kuryer Bostonski Publishing Company	H. H. Chmielinski	S. Mackiewicz		
					J. Twarog	J. Tomaszewski (C. M.)		
FALL RIVER								
French	L'Independant	7,500	.05	Louis P. Clapin	Ph. A. Lajoie	Miss A. J. Prunier (C. M.)	A. J. F. Plante (N. A. M.)	Aime Gaulet
FITCHBURG								
Finnish	Raivaaja	7,844	.05	Raivaaja Publishing Company	Yrjo Makela	John Suominen (B. M.)	John Suominen	
LOWELL								
French	L'Etoile	4,375	.029	Louis A. Biron	Lucien Desmarais	Louis A. Biron		
NEW BEDFORD								
Portuguese	Diario de Noticias	9,000	.40″	Portuguese Daily News Pubslihing Company	A. V. de Freitas	A. V. de Freitas		

MICHIGAN

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DETROIT								
German	Adendpost	15,900	.12	Detroit Daily Abendpost Publishing Co.	Carl A. W. Suesser			
Polish	Dziennik Polski	15,185	.11	Polish American Publishing Company	M. Gmernicki	John J. Prayluboski (B. M.)	J. R. McKinley (A. M.)	A. Kowaluvski
						G. Powell (C. M.)	A. Blunt (N. A. M.)	
	Rekord Codzinuy	16,479	.10	Polonia Publishing Company	Joseph Wedda	J. P. Jourdan (B. M.)	J. P. Jordan (N. A. M.)	B. Gawlowski
						F. W. Madejewski (C. M.)		

MINNESOTA

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DULUTH								
Finnish	Industrialisti	9,000	.044	Workers Society Publishing Company	Ivar Vapaa	Gust Aakula (B. M.)		
	Paivalehti	4,489	.04	Finnish Daily Publishing Company	Adolph Lundquist	Carl E. Salminen (B. M.)		
MINNEAPOLIS								
Norwegian	Minneapolis Tidende	4,516	.04	T. Guldbrandsen Publishing Company	Carl C. O. Hansen	John Bjorhus		
ST. PAUL								
German	Volkszeitung	18,224	.05	Daily Volkszeitung, Inc.	Cornelius Sittard	L. A. Zecher (B. M.)		F. Miltsch
					Henry Kelsch	D. H. Borcherding (B. M.)		

MISSOURI

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ST. LOUIS								
German	Westliche Post	17,825	$.10	Westliche Post Publishing Company	Dr. Otto Sendler	Wm. Lenz		

NEBRASKA

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
OMAHA								
German	Omaha Tribune	20,000	.10	Tribune Publishing Company	Val J. Peter	E. Riese (B. M.)	Carl J. Peter (N. A. M.)	M. A. Seidl
						D. Elsener (C. M.)		

NEW HAMPSHIRE

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MANCHESTER								
French	L'Avenir National	3,472	.03	L'Avenir National Publishing Company				
					Ernest A. Bournival	Ernest A. Bournival (B. M.)	F. N. Bournival (N.A.M.)	E. Richer
Greek	Ergatis	1,900	.15	Publishing Company		Gertrude E. Bournival (C.M.)		
					Spyrol Cateras (E.)			

NEW JERSEY

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
JERSEY CITY								
Ukrainian	Svoboda	18,500	.70″	Ukrainian National Association	Emil Revyuk			
NEWARK								
German	New Jersey Freie Zeitung	4,445	.075	Academy Press Company	Walther Kirchhoff	Joseph Simmons (B. M.)	Hans R. Freund	W. McCriskin
					Hellhurst Barth	Eugene A. Hegy		

NEW YORK

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BUFFALO								
German	Volksfreund	8,200	.05	Buffalo Volksfreund Printing Company	Oscar Grillo			
Polish	Dziennik dla Wszystkich	10,772	.13	F. Ruskiewicz	M. Nesterowicz	J. C. Nesterowicz (B. M.)	A. E. Ruskiewicz (N.A.M.)	S. Mikolajczak
						J. Szpora (C. M.)		
NEW YORK								
Arabic	Al Bayan	2,200	.45″	S. Baddour	S. Baddour (E.)	S. Baddour (B. M.)		
	Al Hoda	4,200	1.00″	N. A. Mokarzel	N. A. Mokarzel (E.)	N. A. Mokarzel (B. M.)		
	As Shaab	2,500	.35″	Joseph M. Khoury	Joseph M. Khoury (E.)			
	Meraat-ul-Gharb	3,000	1.00″	Najeeb M. Diab	N. M. Diab (E.)	N. M. Diab (B. M.)		
	Syrian Eagle	2,500	1.00″	N. G. Badran	N. G. Badran (E.)	N. G. Badran (B. M.)		
Bohemian	New Yorske Listy	10,125	.06	New Yorske Listy Publishing Company	John Krobost	W. J. Horky		E. Hlavac
					Joseph J. Novy			
Chinese	Chinese Nationalist Daily	4,211	4.80″	Mun Hey Publishing Company	Chen Chun Po	King Tung Chen (B. M.)		
	Chinese Journal	5,000	4.80″	Chinese Journal Inc.	Yiffin Huangand Kin Sic			
				Thomas P. Chan	Thomas P. Chan	Yuen K. Shan (B. M.)		
Croatian	Svijet	14,400	.09	Southern Slavic Publishing Corporation	Nicholas Grskovic			
Finnish	Eteenpain	8,010	.05	Finnish Federation, Inc.	Hjalmar Sankari	Fahle Burman (B. M.)		
French	Courrier des Etats Unis	12,500	.06	H. P. Sampers Company	F. Guego			
German	Staats Herold	93,595	.30	Staats-Herold Corporation	Julius Holz	Julius Holz (B. M.)		H. C. Zenke
					Otto Neuberger	C. J. Fuerst (C. M.)		
					Bernard H. Ridder			
	Volkszeitung	22,318	.20	Socialistic Co-operative Publishing Assn.	Ludwig Lore	Louis F. Wolf (B. M.)	R. Keller (N. A. M.)	
						M. A. Schulze (B. M.)		
Greek	Atlantis	15,079	.10	Atlantis, Inc.	A. Polyzoides	S. S. Lontos (B. M.)		
	National Herald	23,029	.10	Enossis Publishing Company	Demetrius Callimahos	John Stanopoulos (B. M.)		
				Petros P. Tatanis, (Pres.)				
Hungarian	Amerikai Magyar Nepszava	29,866	.14	Amerikai Magyar Nepszava, Inc.	Zador Szabados	Isidore Szekely		
Hungarian	Uj Elore	18,150	.08	Uj Elore Publishing Co.	Louis Bebrits (E.)	Sandor Verch (B. M.)	L. Toth	
					Frank D. Rogatis			
Italian	Bollettino della Sera	42,201	.17	Bollettino della Sera, Inc.	Paolo Parisi	Teresa Anastasia (B. M.)		
	Corriere d'America	56,244	.20	Corriere d'America, Inc.	Luigi Barzini	Anthony E. Crocco (B. M.)	P. J. Sullivan	E. C. Pratti
				Generoso Pope, (Pres.)	F. Cantelmo	C. Guidazio (C. M.)		
	Il Progresso-Italo-Americano	93,590	.26	Il Progresso Italo-Americano	Italo Falbo	Salvatore M. Pino (B. M.)	Amedeo D'Amico (N. A. M.)	
					Frank Panciatichi	O. Asciutto (B. M.)		
						A. Bruschi (C. M.)		
Jewish	Freiheit	64,067	.20	Morning Freedom Pub. Co., Inc.	Moissaye J. Olgin (E.)	Max Steinberg (B. M.)		
					Wm. Abrams (M. E.)			
Jewish	Jewish Day	90,696	.25	American Jewish Publishing Corporation	Samuel Margoshes	Irving Altman (B. M.)	J. Jacobs (N. A. M.)	W. Sakolof
					Benjamin Z. Goldberg	S. Shelup (C. M.)		
	Jewish Forward	143,897	.34	Forward Association	Abraham Cahan	B. C. Vladeck		E. Frank
						B. C. Vladeck		
						Isaac Natkins		
	Jewish Morning Journal	88,157	.28	Journal-News Corporation	J. Fishman	A. L. Malkenson (B. M.)	J. J. Jacobs (N. A. M.)	S. Voisberg
					Peter Wiernik	L. S. Buly (C. M.)		
Lithuanian	Laisve	10,800	.05	Laisvel, Inc.	Wm. Rhodes	Frank Buck		
Polish	Kuryer Narodowy	11,147	.08	Kuryer Corporation	J. J. Prayprawa	Bronislawa Zytkiewicz (B. M.)	Wm. B. Fine (N. A. M.)	F. Lewandowski
					Stephen Kleczkowski	C. M. Book (C. M.)		
					Casimir W. Cwikiel			
	Nowy Swiat	19,104	.12	Nowy Swiat Publishing Company	Wacław Blasewicz	Maximilian F. Wgrzynek	M. Kaufman (N. A. M.)	A. Gruszczak
					Piotr Yolles	P. P. Yolles (C. M.)		
Russian	Novoye Russkoye Slovo	22,153	.10	Novoye Russkoye Slovo Publishing Corp.	M. Weinbaum			
	Russky Golos	19,182	.10	Russky Golos Publishing Corp.		Anthony Sokol (B. M.)	Anthony Sokol	W. Bubick
						I. I. A. Kittin (C. M.)		
Serbian	Serbian Daily	11,094	.06	Serbian Daily, Inc.	Dushan Popovich	Dushan Popovich		
					Alexander Kordin			
Slovak	New Yorksky Dennik	18,673	.07	Slovak Newspaper and Book Company	John Mihal (Ed. in Chief)	Anton Hok (B. M.)		
				Paul Vaclavek, (Pres.)	M. Kovacik	C. Cary (C. M.)		
	Slovak V. Amerike	20,593	.07	Slovak Press, Inc.	John C. Sciranka	Jacob C. Molitoris		
				Christopher L. Orbach, (Pres.)	Rev. C. L. Orbach			
Slovenian	Glas Naroda	6,554	.10	Slovenic Publishing Company	Janes Tercek	Ludwig Benedik		
Spanish	La Prensa	16,106	.112	La Prensa, Inc.	Jose M. Torres-Perona	Jose Camprubi	D. Gonzales (N. A. M.)	
				Jose Camprubi, (Pres.)	Julio Garzon			
Ukrainian	Ukrainian Daily News	15,454	.055	Robitnyk Publishing & Printing Co.	Michael Tkach	M. Zadunaysky		

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NEW YORK—Continued

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ROCHESTER								
German	Abendpost	12,100	.06	Rochester German Publishing Company	Herman Ferno	A. Muzmacher (C. M.)	Julius Stoll (N. A. M.)	N. Enzinger

OHIO

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CINCINNATI								
German	Cincinnati Freie Presse	12,621	.12	Cincinnati Freie Presse Company	F. W. Elven	F. W. Elven (B. M.) H. Klohe (C. M.)	J. Luts (N. A. M.)	H. Winterhatter
CLEVELAND								
Bohemian	American	14,297	.80	Frank J. Svoboda	John F. Kratky Frank J. Svoboda	Edward J. Simec		
	Svet	13,278	.75	Svet Printing & Publishing Company	F. J. Kutak Oscar A. Niederle	J. A. Stukbauer		
German	Wachter und Anzeiger	14,708	.12	Consolidated Press & Printing Company Dr. Andrew Cherna, Pres.	C. Richard Broene	Carl Raid (B. M.) H. L. Kobrak (G. M.)		
Hungarian	Szabadsag	42,178	.15	Consolidated Press & Printing Company Dr. Andrew Cherna, (Pres.)	G. Kende	H. L. Kobrak Joseph Horvath		
Italian	Voce del Popolo	26,103	.075	Italian Publishing Company	P. A. Fant O. G. Melaragno	O. G. Melaragno		
Jewish	Jewish World	19,088	.09	Jewish World Publishing Company	Samuel Rocker	M. N. Rocker (B. M.) M. A. Rapport	A. B. Haber (N. A. M.)	B. H. Howald
Polish	Monitor Clevelandski	23,653	.08	United Publishing Company	John J. Prayprawa	A. Lewandowski (B. M.) J. Fafora (C. M.)	A. Lewandowski	A. Turapki
	Wiadomosci Codzienne	21,416	.08	Paul Kurdziel	Prof. T. Siemiradski Z. B. Dybowski	P. Kardziel (B. M.) S. D. Spizel (C. M.)	A. J. Kurdziel (N. A. M.)	J. Kurdziel
Roumanian	America	18,769	.08	Union of Roumanian Society Publishing Co.	D. Militaru Geo. Stanculescu	N. Nestor		
Slovenian	Ameriska Domovina	6,570	.04	James Debevec	Louis J. Pire			
	Enakopravnost	7,104	.08	American-Jugoslav Printing & Publishing Co.	Vatro Grill G. M. Kabay	G. M. Kabay		
DAYTON								
German	Gross Daytoner Zeitung	2,750	.05	Paul F. Gruner	Paul F. Gruner (E.)			
TOLEDO								
Polish	Ameryka-Echo	24,250	.07	Paryski Publishing Company	F. Friedel A. A. Paryski	T. J. Paryski (B. M.) H. Anielewski (C. M.)	E. R. Wongroski (N. A. M.)	A. A. Froehlich

OREGON

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PORTLAND								
Japanese	Oregon News	3,300	$1.00	Toyoji S. Abi	Toyoji S. Abi			

PENNSYLVANIA

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PHILADELPHIA								
German	Gazette Democrat	31,912	$.15	Philadelphia Gazette Publishing Company	E. Kiefer	G. Mayer (B. M.) Dr. M. Kreppe (C. M.)	J. Kutner (N. A. M.)	L. Mayer
	Tageblatt	3,200	.08	Philadelphia Tagebaltt Publishing Company	Richard Shaffer H. Lemke	Herman Lemke Emma Barth	R. H. Lemke	
Italian	L'Opinione	36,475	.12	L'Opinione Italian Publishing Company	J. F. M. Baldi Tommaso Giustiniani	J. F. M. Baldi Guido Zuecca (C. M.)		M. Cerceo
Jewish	Jewish World	15,856	.14	Jewish World Publishing Company	Jacob Ginsburg	Nathan Fleisher		
PITTSBURGH								
German	Volksblatt un Freiheits Freund	10,184	.10	Volksblatt Publishing Company	G. Kende	Geo. Schlimpen		
Polish	Pittsburcsanin	11,200	.07	Pittsburgher Polish Daily Publishing Co.	V. L. Alski	V. L. Alski		
Serbian	American Srbobran	16,100	.089	United Socity Srbobran-Sloga				

PORTO RICO

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MAYAGUEZ								
Spanish	Diario del Oeste	2,000	.15″	Guillermo V. Cintron	Guillermo V. Cintron			
SAN JUAN								
Spanish	La Democracia	7,100	....	La Democracia, Inc.				
	El Tiempo	8,500	.40″	Times Publishing Co.	Pedro J. Barbosa (E.).			
	La Correspondencia	10,000	.60″	La Correspondencia, Inc.	Francisco M. Zeno			
	El Imparcial	9,600	.35″	Editorial Puerto Rico, Inc.	J. Perez Losada			
	El Mundo	12,918	.40″	Porto Rico Illustrado, Inc.	Jose Coll Vidall			

RHODE ISLAND

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WOONSOCKET								
French	La Tribune	3,281	.034	La Tribune Publishing Company, Inc.	J. B. A. Lavard	J. B. A. Lavard (B. M.) Delphine A. Darche (C. M.)		

TEXAS

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
EL PASO								
Spanish	El Continental	13,334	.07	Morris J. Boretz	Morris J. Boretz	G. F. Nichols (B. M.) Wm. Cunningham (C. M.)	Wm. Cunningham	Phil Eichman
	El Sol	....	....	Luis R. Alvares	Luis R. Alvares (E.)	Wm. Cunningham (C. M.)	Wm. Cunningham (A. M.)	
SAN ANTONIO								
Spanish	La Prensa	17,752	.07	Ignasio E. Lozano	F. A. Hinojosa	L. Gonzales (B. M.) H. Martinez (C. M.)	J. Vieses (N. A. N.)	B. Munguia

WASHINGTON

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SEATTLE								
Japanese	Great Northern Daily News	6,362	.25	K. Takeuchi	K. Kawajiri (E.)	S. Horiuch i(B. M.)		
	North American Times	9,864	.072	S. K. Arima	K. Kametami (E.) Sumiyoshi Arima (M. E.)	K. Suzuki (B. M.)		

WISCONSIN

State and City, Language	Publication	Circulation	Minimum Rate	President, Publisher, Corporation	Editor Managing Editor	General Manager Business Manager Circulating Manager	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MILWAUKEE								
German	Milwaukee Herold	27,698	.12	Union Press Company	Gustav Haas	W. Diedrichsen (B. M.) Clarence Roosen (C. M.)	I. C. Buntman (N. A. M.)	W. E. Rogahn
Polish	Kuryer Polski	35,086	.10	Kuryer Publishing Company	J. A. Kapmarski C. P. Dziadulewicz	C. P. Dziadulewicz (B. M.)	H. Faltnipki F. P. Koukar (N. A. M.)	L. Literski
	Nowiny Polskie	26,356	.08	Nowiny Publishing Company	T. A. Jasiorkovski	A. J. Lukaszewski		
SUPERIOR								
Finnish	Tyomies	11,215	.05	Tyomies Society	Leo Mattson	Otto Wallin (B. M.) Kalle Rissanen	Lilly H. Beck (N. A. M.)	E. Rasi
SHEBOYGAN								
German	Amerika	1,600	.018	Sheboygan Publishing Co.	O. F. Huhn (E.)	Julius Schnell (B. M.)		

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CALIFORNIA								
Oakland	Portuguese	A Colonia Portuguesa	15,835	.65″	Tues. Fri	A Colonia Portuguesa, Inc	Arthur S. Avila (E.)	J. A. Freitas (M.)
HAWAII								
Honolulu	Chinese	Chinese Liberty News	7,960	.05	T/W	Chee Yow Shin Bo Co., Ltd	S. Fong (E.)	
		Hawaii Chinese News	5,784	.65″	S/W	Hawaii Chinese News, Ltd	Harold W. Ching (E.)	Ruddy F. Tong (B. M.)
ILLINOIS								
Chicago	Croatian	Jugoslavia	21,921	.12	Sat	Palandech Publishing Co	John R. Palandech (E.)	John R. Palandech (B. M.)
		Radnik	16,500	.75″	Thurs	Radnik Publishing Co	Z. Zinich (E.)	
	Greek	Saloniki	13,340	.08	Sat	A. C. Salopoulos	N. Salopoulos (E.)	A. C. Salopoulos (B. M.)
		Greek Press	6,000	.06	Wed	Greek Press Publishing Co		
	Italian	L'Italia	35,325	.09	Tues. Wed. Thurs, Sun	Oscar Durante	Oscar Durante (E.)	Oscar Durante (B. M.)
	Norwegian	Skandinaven	37,420	.16	Fri	John Anderson Publishing Co	N. A. Grevstad (E.)	John A. Anderson (B. M.)
	Polish	Zgoda	137,267	.16	Thurs	Polish National Alliance	Stanley Zaklikiewicz (E.)	
	Serbian	United Serbian	10,000	.12	Tues	Palandech Publishing Co	John R. Palandech (E.)	John R. Palandech (B. M.)
	Swedish	Svenska Amerikanaren	64,800	.18	Thurs	Swedish American Newspaper Co	O. A. Linder (E.)	F. A. Larson (B. M.)
		Svenska Tribunen Nyheter	58,795	.18	Wed	Swedish Publishing Co	Andrew Tofft (E.)	Chas. O. Ellstrom (B. M.)
Granite City	Bulgarian	Naroden Glas	5,500	.05	Tues. Fri	Naroden Glas Publishing Co	V. Grammaticoff (E.) V. Stephanoff (M. E.)	V. Grammaticoff (B. M.)
IOWA								
Decorah	Norwegian	Decorah Posten	39,820	.14	Tues. & Fri	Anundsen Publishing Co	Kr. Prestgood (E.)	R. B. Bergeson (B. M.) M. C. Henningsen (C. M.)
MAINE								
Lewiston	French	Le Messager	2,520	.04	Mon. Wed. Fri	Le Messager Publishing Co	L. P. Gagne (M. E.)	Faust Couture (B. M.) Valdor Couture (B. M.)
MARYLAND								
Baltimore	German	Baltimore Correspondent	8,600	.08	Wed. Sun	Val J. Peter	Max M. Haw (E.)	Max M. Haw (B. M.)
	Polish	Jednosc Polonia	13,000	1.00″	Fri	Frank Markiewics	Adam Bartosz (E)	Wm. Siegman (B. M.)
MASSACHUSETTS								
Boston	Lithuanian	Keleivis	29,870	.09	Wed	J. G. Geguzis & Co	Stanley Michelson (E.)	
		Darbininkas	10,000	.06	Tue. Fri	St. Joseph's Lith R. C. Assoc. of Labor		
MICHIGAN								
Detroit	Hungarian	Detroiti Ujsag	7,000	.07	Tues	Julius Fodor	Franz Prattinger (E.) Julius Fodor (M. E.)	Julius Fodor (B. M.)
	Italian	Voce del Popolo	5,000	.07	Fri	Italian Publishing Co	Jos. Ciarrocchi (E.)	Jos. Ciarrocchi (B. M.)
MINNESOTA								
Minneapolis	Norwegian	Tidende	4,516	.04	Thurs	T. Guldbrandsen Publishing Co	Carl G. O. Hansen (E.)	John Bjorhus (B. M.)
	Swedish	Svenska Amerikanska Posten	40,000	.18	Wed	Swan J. Turnblad	Swan J. Turnblad (E.)	Swan J. Turnblad (B. M.)
Winona	German	Haus and Bauernfreund & National Farmer	122,000	.50	Thurs	National Weeklies, Inc	F. W. Klatt (E.)	Emil Leicht
		Amerika Herold & Lincoln Freie Press	124,000	.50	Tues	National Weeklies, Inc		Emil Leicht
MISSOURI								
Kansas City	German	Kansas City Presse	16,647	.08	Wed. Sun	Val J. Peter	Herman Gastreich (E)	
NEW JERSEY								
Newark	Polish	Kronika	14,550	.05	Fri	Kronika Publishing Co	Jan Sliski (E.)	Jos. E. Nie naseck (B. M.)
NEW YORK								
New York	Finnish	New Yorkin Uutiset	9,800	.036	Tues. Thurs. Sat	Finnish Newspaper Co	Antonero Riipa (E.)	John F. Hackman (B. M.)
	Lithuanian	Vienybe	11,500	.036	Tues. Thurs. Sat	Lithuanian Vienybe Publ. Co	Jonas Valaitis (E.)	Edward Rudnic (B. M.)
	Norwegian	Nordisk Tidende	14,205	.12	Thurs	Norwegian News Company	A. N. Rygg (E.)	S. J. Arnesen (B. M.)
		Norgesposten	9,000	.09	Sat	Norgesposten Publishing Co	R. G. Hartvigsen (E.) Ben Horne (Assoc. Ed.)	I. A. Knudsen (B. M.) F. Gluckman (Cir. M.) O. Haavig (Gen. M.)
	Swedish	Nordstjernan	14,600	.12	Thurs	Chas. K. Johansen	Gustaf Sundelius (E.)	Chas. K. Johansen (B. M.)
OHIO								
Cleveland	Lithuanian	Dirva	12,967	.50″	Fri	Ohio Lithuanian Publishing Co	K. S. Karpavicius (E.)	K. S. Karpavicius (B. M.)
Toledo	Polish	Ameryka-Echo	123,210	.21	Sun	A. A. Paryski	F. Friedel (E.)	E. R. Wrongroski (B. M.)
PENNSYLVANIA								
Homestead	Russian	American Russian Falcon	19,976	.07	Tues		P. J. Macskov (E.)	Michael J. Yuhass (B. M.)
		Amerikansky Russky Viestnik	52,682	.14	Thurs		Rev. Stephen Varasly (E.)	Michael J. Yuhass (B. M.)
Pittsburgh	German	Sonntagsbote	26,710	.75″	Sun	German American Publ. & Prtg. Co	John E. Joos (E.)	
Scranton	Polish	Republika Gornik	12,546	.60″	Sun	John Dende	Frank Synakowkski (E.)	John Dende (B. M.)
	Slovak	Obrana	20,193	.06	Tues. Fri	Obrana Publishing Co	Feodor Salva (E.)	Manus A. Langan (B. M.)
Wilkes Barre	Slovak	Bratstvo	27,200	.10	Thurs	Bratstvo Publishing Company	I. V. Iatala (E.)	
	Lithuanian	Garsas	18,505	.052	Thurs	Lithuanian R. C. Alliance of America		J. B. Saliunas (Man.)
TEXAS								
San Antonio	Spanish	La Prensa	24,563	.09	Sun	Ignacio E. Lozano		H. Martinez (C. M.) L. Gonzales (B. M.)
WASHINGTON								
Seattle	Norwegian	Washington Posten	15,000	.75″	Fri	Gunnar Lund	Gunnar Lund (E.)	
	Swedish	Svenska Pacific Tribunen	6,000	.75″	Thurs	Pacific Tribune Publishing Co	Axel Hedberg (E.)	Axel Hedberg (B. M.)
WISCONSIN								
Milwaukee	Slovak	Cechoslovak	22,000	....	Sat	John V. Klabouch	John V. Klabouch (E.)	John V. Klabouch (B. M.)
Stevens Point	Polish	Gwiazda Polarna	100,143	.18	Sat	Worzalla Publishing Co	H. Niewolkiewicz (E.) Paul Klimowicz (M. E.)	Walter S. Worzalla (B. M.)

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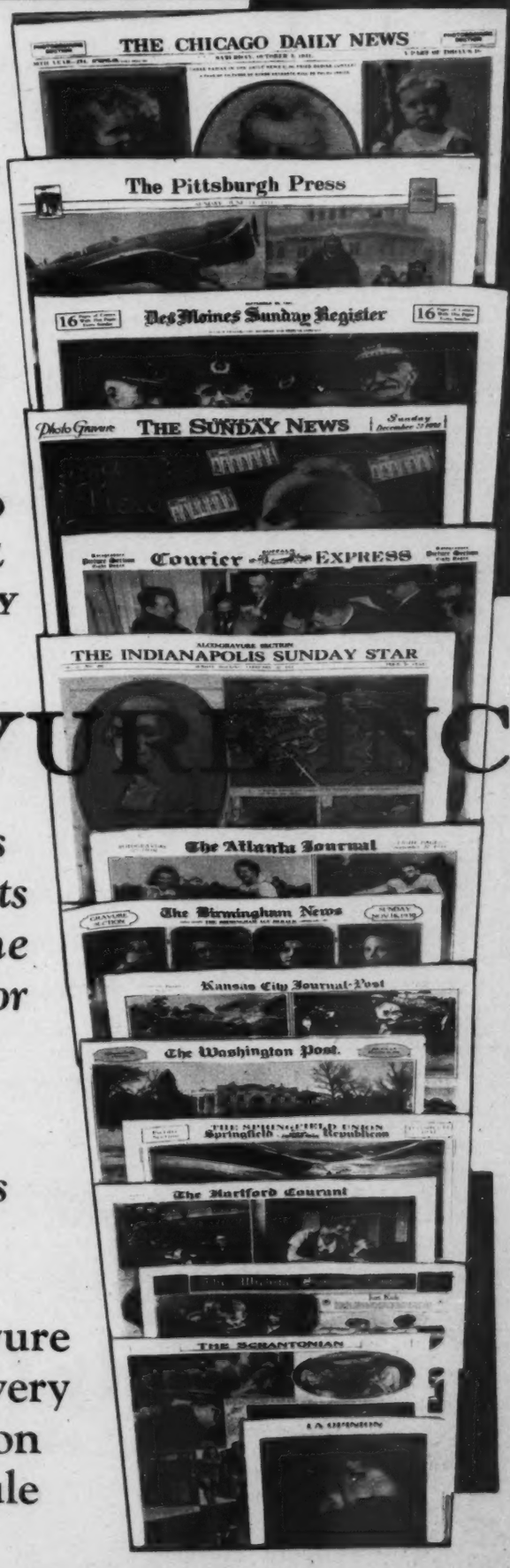

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In the announcement of our Rotogravure Sales Manual we used no such superlatives. The headline above was taken from the letter of a publisher whose rotogravure representatives used the manual. Proof of the pudding —as it were.

Of course, we believed that the use of the manual would secure rotogravure linage. And we believe the continued use of it will create more rotogravure linage. Furthermore we believe rotogravure section representatives can use the manual in selling rotogravure to advertising agents and to national and sectional advertisers.

This is a year for concentration of circulation, for believability in advertising, for high visibility, for media of high reader interest—in short it is a year for rotogravure.

In our efforts to help you sell rotogravure we do not stop with the maintenance of high standards in the manufacture of paper for your rotogravure sections. Nor with such selling aids as our photographic service and our sales manual. We back up all these things with a planned, consistent advertising campaign on rotogravure in a number of leading business papers — papers read by executives who approve lists of advertising media and who O. K. advertising budgets.

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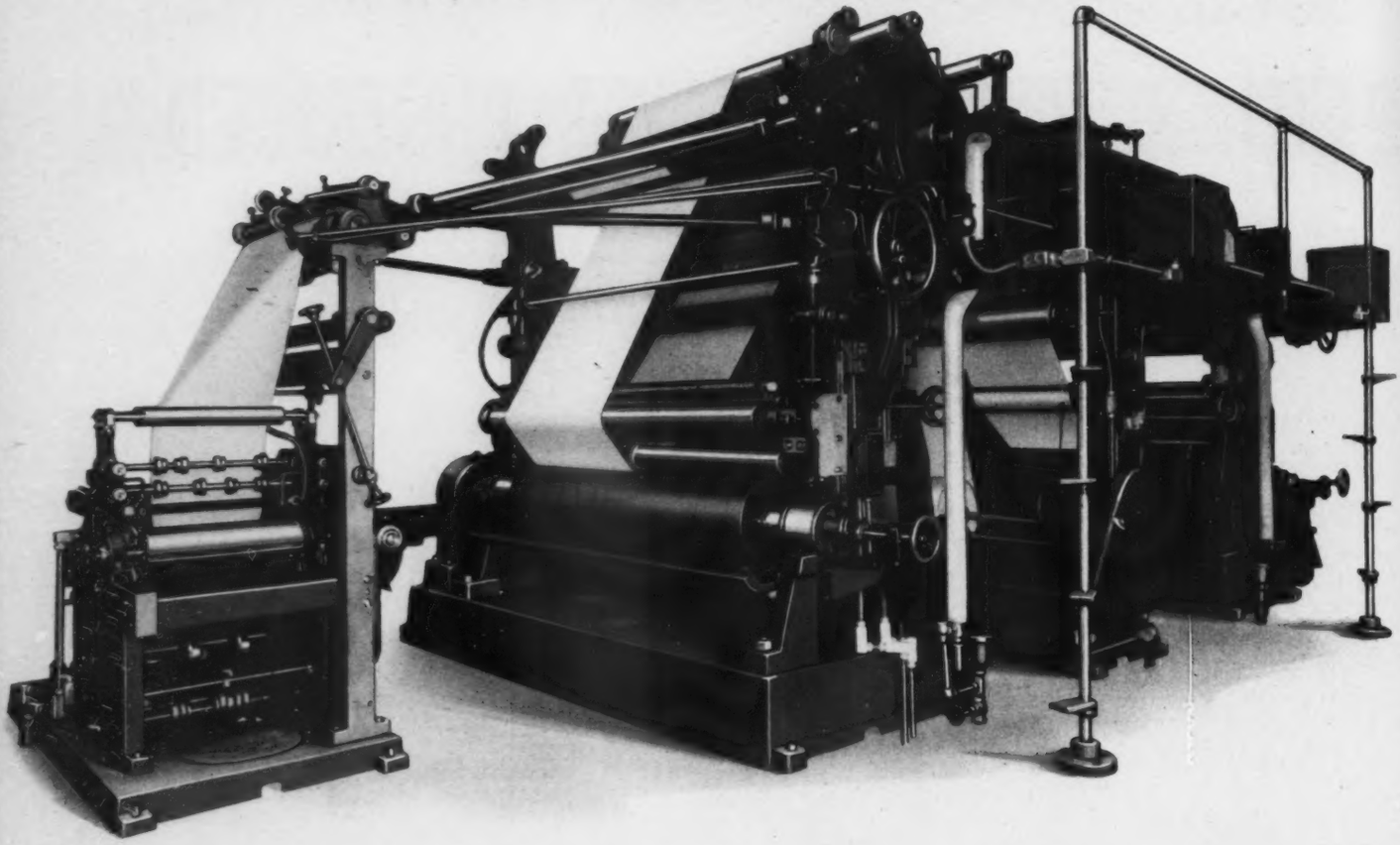

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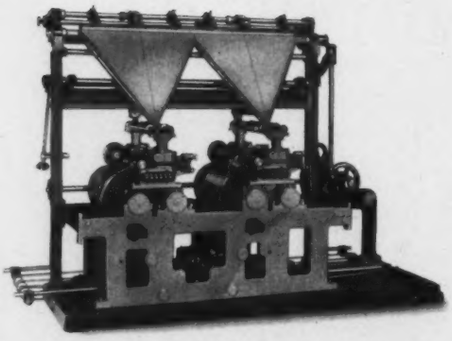
GRAVURE equipment manufactured by Harris-Seybold-Potter predominates in the ratio of 9 to 1 in the leading plants throughout the United States and Canada • Harris Web Gravure presses are used for the production of newspapers, magazines, mail order catalogues, pamphlets, etc., in both monotone and color. These presses are built in two standard types—light duty in sizes up to and including 66″ width of web—heavy duty in sizes from 66″ and up with variables • Harris Gravure presses embody the latest improvements in design and manufacture, thereby assuring production at a high rate of speed without sacrifice of quality.

The Harris Gravure press is built in standard units making it possible to add units as wanted • Presses are exceptionally smooth in operation, and vibration is unknown, due to balanced construction and rigidity • The *same degree of workmanship* enters into the building of Harris Gravure presses—web and sheet feed—that has given Harris-Seybold-Potter dominance in all fields of printing press manufacture. Folders and flat deliveries are furnished to fit individual needs • Low cost of operation is due to the simplicity and continuity of operation. Harris Gravure engineers will make surveys and formal recommendations for your requirements without obligation.



Harris-Seybold-Potter Double News Folder

Harris-Seybold-Potter Gravure Press installations include:

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Huntsville Register.
Mobile Press.
Montgomery Advertiser.
Montgomery Alabama Journal & Times.
Selma Times Journal.
Tuscaloosa News.

ARIZONA
Bisbee Review.
Phoenix Republic & Gazette.

ARKANSAS
Blytheville Courier News.
Fort Smith Times Record & Southwest American.
Hope Star.
Little Rock Arkansas Democrat.
Little Rock Arkansas Gazette.
Wynne Progress.

CALIFORNIA
Alhambra Post-Advocate.
Anaheim Bulletin.
Culver City Star News.
Eureka Humboldt Star.
Fresno Bee.
Fresno Republican.
Glendale News Press.
Hanford Journal.
Long Beach Press-Telegram.
Long Beach Sun.
Los Angeles Examiner.
Los Angeles Herald & Express.
Los Angeles Illustrated News.
Los Angeles Record.
Los Angeles Times.
Marysville-Yuba City Appeal-Democrat.
Modesto News-Herald.
Monrovia News-Post.
Monterey Peninsula Herald.
Napa Register.
Oakland Post-Enquirer.
Oakland Tribune.
Ontario Report.
Oxnard Courier.
Pasadena Post.
Pasadena Star-News.
Placerville Republican.
Redlands Facts.
Sacramento Bee.
Sacramento Union.
Salinas Index-Journal.
San Diego Sun.
San Diego Union-Tribune.
San Francisco Call-Bulletin.
San Francisco Chronicle.
San Francisco Examiner.
San Francisco News.
Santa Barbara News.
Santa Barbara Press.
Santa Cruz News.
Santa Rosa Press Democrat.
Santa Rosa Republican.
Stockton Independent.
Stockton Record.
Vallejo Times-Herald.
Ventura County Star.
Ventura Free Press.

COLORADO
Boulder Camera.
Denver Rocky Mountain News.
Fort Collins Express-Courier.
Lamar News.
Pueblo Chieftain.

CONNECTICUT
Bridgeport Post-Telegram.
Hartford Courant.
Hartford Times.
Manchester Herald.
New Britain Herald.
So. Norwalk Sentinel.
Waterbury Republican & American.

DISTRICT OF COLUMBIA
Washington Herald.
Washington News.
Washington Post.
Washington Times.

DELAWARE
Wilmington Journal.
Wilmington News.

FLORIDA
Jacksonville Florida Times-Union.
Lakeland Ledger & Star-Telegram.
Miami Herald.
Orlando Sentinel & Reporter-Star.
St. Petersburg Independent.
St. Petersburg Times.
Tampa Tribune.
West Palm Beach Post.

GEORGIA
Atlanta Georgian-American.
Atlanta Journal.
Augusta Herald.
Columbus Ledger & Enquirer-Sun.
Griffin News.
Moultrie Observer.
Savannah News.
Savannah Press.

HAWAII
Honolulu Advertiser.
Honolulu Hawii Hochi.
Honolulu Nippu Jiji.
Honolulu Star-Bulletin.

IDAHO
Pocatello Idaho State Journal.
Pocatello Tribune.
Twin Falls News.
Twin Falls Idaho Times.

ILLINOIS
Belvidere Republican.
Bloomington Pantagraph.
Chicago American.
Chicago News.
Chicago Tribune.
Galesburg Register-Mail.
Harrisburg Register.
Joliet Herald-News.
Kewanee Star-Courier.

ILLINOIS—Continued
Macomb Journal.
Marion Republican.
Moline Dispatch.
Peoria Journal-Transcript.
Peoria Star.
Rockford Register-Republic & Star.
Springfield Illinois State Journal.
Springfield Illinois State Register.

INDIANA
Alexandria Times-Tribune.
Anderson Herald.
Bloomington World.
Clinton Clintonian.
Connersville News-Examiner.
Evansville Courier & Journal.
Evansville Press.
Franklin Star.
Gary Post-Tribune.
Greencastle Banner.
Hammond Times.
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Indianapolis News.
Indianapolis Star.
Indianapolis Times.
Lafayette Journal & Courier.
Logansport Press.
Marion Leader Tribune.
Marion Chronicle.
Muncie Press.
Muncie Star.
New Castle Courier-Times.
Seymour Tribune.
South Bend News-Times.
South Bend Tribune.
Terre Haute Star-Tribune.

IOWA
Burlington Gazette.
Council Bluffs Nonpareil.
Creston News Advertiser.
Davenport Democrat & Leader.
Davenport Times.
Des Moines Register & Tribune.
Dubuque Telegraph Herald & Times Journal.
Fort Madison Democrat.
Keokuk Gate City.
Mason City Globe-Gazette.
Nevada Journal.
Newton News.
Oelwein Register.
Oskaloosa Herald.
Ottumwa Courier.
Perry Chief.
Sioux City Tribune.
Waterloo Courier.
Webster City Freeman-Journal.

KANSAS
Chanute Tribune.
Council Grove Republican.
El Dorado Times.
Garden City Telegram.
Hutchinson News-Herald.
Kansas City Kansan.
Lawrence Journal-World.
Ottawa Herald.
Pittsburg Headlight & Sun.
Topeka Capital.
Wichita Beacon.
Wichita Eagle.

KENTUCKY
Covington Kentucky Post.
Louisville Courier-Journal & Times.
Owensboro Messenger & Inquirer.
Paducah Sun-Democrat.

LOUISIANA
New Orleans States.
New Orleans Times-Picayune.
Shreveport Times.

MARYLAND
Baltimore News & American.
Baltimore Post.
Baltimore Sun.

MASSACHUSETTS
Boston American & Advertiser.
Boston Christian Science Monitor.
Boston Herald-Traveler.
Lawrence Eagle & Tribune.
Worcester Telegram & Gazette.

MICHIGAN
Ann Arbor News.
Bay City Times.
Cadillac News.
Detroit Free Press.
Detroit News.
Flint Journal.
Grand Rapids Press.
Ironwood Globe.
Kalamazoo Gazette.
Manistee News-Advocate.
Pontiac Press.
Saginaw News.
Three Rivers Commercial.
Traverse City Record-Eagle.

MINNESOTA
Albert Lea Tribute.
Austin Herald.
Brainard Dispatch.
Crookston Times.
Duluth Herald & News Tribune.
Owatonna People's Press.
St. Cloud Times-Journal.
St. Paul Dispatch & Pioneer-Press.
St. Paul News.

MISSISSIPPI
Jackson News.

MISSOURI
Columbian Missourian.
Jefferson City Capital News.
Jefferson City Post-Tribune.
Joplin Globe & News Herald.
Kansas City Star.
Maryville Forum.
Moberly Monitor-Index.
St. Louis Globe-Democrat.
St. Louis Post-Dispatch.
Sedalia Democrat-Capital.
Springfield News & Leader.
Springfield Press.

MONTANA
Havre News.
Lewistown Democrat-News.

NEBRASKA
Beatrice Sun.
Falls City Journal.
Hastings Tribune.
Lincoln Journal.
Lincoln Star.
Norfolk News.
Omaha Bee-News.
Omaha World-Herald.

NEVADA
Las Vegas Review-Journal.
Reno Nevada State Journal.

NEW HAMPSHIRE
Nashua Telegraph.

NEW JERSEY
Atlantic City Press-Union.
Bayonne Times.
Camden Courier-Post.
Newark News.
Newark Star-Eagle.
Perth Amboy News.
Plainfield Courier-News.

NEW MEXICO
Albuquerque Journal.
Albuquerque New Mexico State Tribune.
Roswell Dispatch.

NEW YORK
Albany Knickerbocker Press.
Albany News.
Albany Times Union.
Brooklyn Eagle.
Newburgh-Beacon News.
Binghamton Press.
Binghamton Sun.
Buffalo News.
Buffalo Times.
Canandaigua Messenger.
Corning Leader.
Elmira Star-Gazette & Advertiser.
Freeport Nassau Review.
Glens Falls Post Star & Times.
Jamestown Post.
Lynbrook Nassau Star.
Mamaroneck Times.
Middletown Times Herald.
Mt. Vernon Argus.
New Rochelle Standard Star.
New York American.
New York News.
New York World-Telegram.
Olean Times-Herald.
Ossining Citizen Sentinel.
Oswego Palladium-Times.
Port Chester Item.
Rochester Democrat & Chronicle.
Rochester Journal-American.
Rochester Times-Union.
Schenectady Gazette.
Syracuse Herald.
Syracuse Post-Standard.
Tarrytown News.
Utica Observer-Dispatch.
White Plains Press.
Yonkers Statesman.

NORTH CAROLINA
Burlington Times-News.
Charlotte News.
Durham Herald & Sun.
Salisbury Post.
Winston-Salem Journal & Twin City Sentinel.

NORTH DAKOTA
Bismarck Tribune.
Minot News & Optic-Reporter.

OHIO
Alliance Review.
Athens Messenger.
Canton Repository.
Cincinnati Enquirer.
Cincinnati Times-Star.
Circleville Herald.
Cleveland Press.
Columbus Citizen.
Columbus Ohio State Journal.
Coshocton Tribune.
Dayton Herald.
Dayton Journal.
Dayton News.
Fostoria Review.
Fostoria Times.
Fremont Messenger.
Fremont News.
Kenton News-Republican.
Lorain Times Herald.
Marietta Times.
Newark Advocate & American Tribune.
New Philadelphia Times.
Toledo Blade.
Toledo News-Bee.
Youngstown Telegram.
Zanesville Times Recorder & Signal.

OKLAHOMA
Ada News.
Ardmore Ardmoreite.
Blackwell Tribune.
Guthrie Leader.
Oklahoma City News.
Oklahoma Oklahoman & Times.
Okmulgee Times & Democrat.
Tulsa Tribune.
Tulsa World.
Wewoka Times-Democrat.

OREGON
Albany Democrat-Herald.
Ashland Tidings.
Eugene Register-Guard.
Marshfield Coos Bay Times.
Pendleton East Oregonian.
Portland Oregon Journal.
Portland News-Telegram.
Portland Oregonian.

PENNSYLVANIA
Allentown Call.
Easton Express.
East Stroudsburg Sun.
Erie Dispatch-Herald.
Erie Times.
Gettysburg Times.
Homestead Messenger.
Lancaster Intelligencer Journal & New Era.
Mount Carmel Item.
Philadelphia Public Ledger.
Philadelphia Record.
Pittsburgh Press.
Pittsburgh Sun-Telegraph.
Reading Times.

PENNSYLVANIA—Continued
Scranton Scrantonian.
Scranton Sun.
Sunbury Daily.
West Chester Local News.
Wilkes-Barre Record.
Williamsport Grit.

RHODE ISLAND
Providence Bulletin.
Providence Journal.
Providence News-Tribune.
Woonsocket Call.

SOUTH CAROLINA
Anderson Independent-Tribune & Mail.
Spartanburg Herald & Journal.

SOUTH DAKOTA
Huron Huronite.
Madison Leader.
Madison Sentinel.
Rapid City Journal.
Sioux Falls Argus-Leader.
Watertown Public Opinion.
Yanton Press & Dakotan.

TENNESSEE
Chatanooga News.
Greeneville Sun.
Jackson Sun.
Johnson City Chronicle & Staff News.
Knoxville News-Sentinel.
Memphis Commercial Appeal.
Memphis Press-Scimitar.
Nashville Tennessean.

TEXAS
Abilene Reporter-News.
Amarillo Globe & News.
Austin American-Statesman.
Beaumont Enterprise & Journal.
Brownsville Herald.
Corpus Christi Caller-Times.
Corsicana Sun.
Dallas News and Journal.
Dallas Times Herald.
Denison Herald.
Edinburg Valley Review.
El Paso Herald-Post.
El Paso Times.
Fort Worth Press.
Fort Worth Star-Telegram.
Galveston News & Tribune.
Houston Chronicle.
Houston Press.
Laredo Times.
Longview Journal & News.
Lubbock Avalanche-Journal.
Palestine Herald.
Palestine Press.
Port Arthur News.
San Angelo Standard-Times.
San Antonio Express & News.
San Antonio Light.
Sherman Democrat.
Sulphur Springs News-Telegram.
Sweetwater Reporter.
Tyler Courier Times & Telegraph.
Waco News-Tribune & Times-Herald.
Wichita Falls Times & Record News.

UTAH
Salt Lake Desert News.
Salt Lake Tribune & Telegram.

VIRGINIA
Danville Register & Bee.
Newport News Times-Herald.
Newport News Press.
Norfolk Ledger Dispatch.
Portsmouth Star.
Richmond News Leader.
Richmond Times-Dispatch.
Roanoke Times & World-News.
Staunton News-Virginian.

WASHINGTON
Aberdeen World.
Bellingham Herald.
Centralia Chronicle.
Ellensburg Record.
Olympia Olympian.
Seattle Post-Intelligencer.
Seattle Times.
Spokane Chronicle.
Spokane Spokesman-Review.
Tacoma Ledger & News Tribune.
Tacoma Times.
Walla Walla Bulletin.

WEST VIRGINIA
Charleston Mail.
Moundsville Journal.

WISCONSIN
Appleton Post-Crescent.
Beloit News.
Berlin Journal.
Fond du Lac Commonwealth Reporter.
Green Bay Press-Gazette.
Janesville Gazette.
Madison Capital Times.
Marshfield News-Herald.
Milwaukee Herold & Sonntagspost.
Milwaukee Journal.
Milwaukee Leader.
Milwaukee Sentinel & Wisconsin News.
Oshkosh Northwestern.
Racine Times-Call.
Superior Telegram.
Two Rivers Reporter.
Wisconsin Rapids Tribune.

WYOMING
Casper Tribune-Herald.

CANADA

ALBERTA
Edmonton Journal.

BRITISH COLUMBIA
New Westminster British Columbian.
Vancouver Province.
Vancouver Sun.
Victoria Colonist.
Victoria Times.

NOVA SCOTIA
Halifax Chronicle & Star.

ONTARIO
Brantford Expositor.
Chatham News.
Kingston Whig-Standard.
London Free Press.
Ottawa Citizen.
Owen Sound Sun-Times.

QUEBEC
Montreal La Presse.
Montreal Star.
Quebec Chronicle Telegraph.
Quebec Le Soleil.

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B

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EXPLANATION OF KEY LETTERS

— **A**—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Recommended by Associated Business Papers, Inc. **H**—Member of American Association of Advertising Agencies. * Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

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(*Continued from page* 170)

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D'ARCY ADVERTISING CO., *a-c-f-h*	Missouri Pacific Bldg.	St. Louis, Mo.	J. E. Sullivan
	Coca-Cola Bldg.	Atlanta, Ga.	F. C. Weber
	Terminal Tower	Cleveland, Ohio	
	92 Broadview Ave.	Toronto, Ont., Canada	
DARLOW ADVERTISING CO., *a-c-h*	410 S. 19th St.	Omaha, Nebr.	J. D. Ferguson A. B. Darlow C. B. Darlow
DAUCHY COMPANY, *a-c-h*	271 Church St.	New York City	Milton H. Bennett
DAVID, INCORPORATED, ADVERTISING AGENCY, *a-c*	907 Merchants Bank Bldg.	St. Paul, Minn.	J. M. Morrison
DAVIDSON ADV. AGENCY, EDWARD, *d*	1450 S. D. Trust & Savings Bldg.	San Diego, Cal.	
DAVIS & BRO., ADV. AGENCY, B. K., *d*	7th & Oxford Sts.	Philadelphia, Pa.	
DAVIS ADVERTISING AGENCY, JOHN A., *c*	838 Little Bldg.	Boston, Mass.	
DAVIS PRESS, INC.	44 Portland St.	Worcester, Mass.	
DAVIS-SMITH CO.	173 Newbury St.	Boston, Mass.	George Haynes H. D. Gilmore
DAVIS, WM. E., *c*	1106 Plymouth Bldg.	Minneapolis, Minn.	

(*Continued on page* 174)

(For Explanation of Key Letters See Page 170)

Linotype Looks to the Future . .

For half a century Linotype has pioneered a path of progress in the printing field. Yet, it is not content with what has been done.

Linotype Has Given the Printing World:

The Slug as the Unit of Composition Instead of Single Types

- Circulating Matrix
- Spaceband
- Power-Driven Keyboard
- Swinging Keyboard
- Two-Letter Matrix
- Quick-Change Magazine
- Auxiliary Magazine
- Wide Auxiliary Magazine
- Split Magazine
- Front Removal of Magazines
- 42-Pica Measure Machine (1897)
- Multiple-Magazine Machine
- Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard
- 72-Channel Magazines
- Display Linotype
- Multiple Distributor
- Two-Pitch Distributor Screws
- Universal Mold
- Non-Warping 42-Pica Mold
- Recessed Mold
- Four-Mold Disk
- Water-Cooled Mold Disk
- Automatic Font Distinguisher
- Universal Knife Block
- Sorts Stacker and Multiple Sorts Stacker
- Universal Ejector
- Linotype Typography

Research workers in Laboratories, skilled technicians in Experimental Departments—each backed by the accumulated experience of this great organization—continue to labor unceasingly to assure progress throughout the coming years.

This effort to improve the efficiency and lower the cost of machine composition is important to you. For every improvement that is made in the machine, every new Linotype face produced, means more and more composition done quickly and economically by machine; and less and less to be done slowly, laboriously and expensively by hand.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY, Brooklyn, New York

CHICAGO · · NEW ORLEANS · · SAN FRANCISCO

CANADIAN LINOTYPE, LIMITED · TORONTO 2 · CANADA

Representatives in the Principal Cities of the World

Linotype Bodoni Series

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 172)

	Address		Space Buyers
DAVIS, ADVERTISING, W. H., *d*	240 Arcade Bldg	Ashville, N. C	W. H. Davis
DAY AGENCY, STANLEY, *d-e*	322 E. Front St	Plainfield, N. J.	
DEAN ADV. AGENCY, BEN, *e-f*	219 Kelsey Bldg	Grand Rapids, Mich	Ben Dean Mildred Juneau
DE BEAR, S. A	807 Riverside Drive	New York City	S. A. De Bear
DE BIASI ADV. AGENCY, INC., MARIO, *a*	51 Chambers St	New York City	Mario De Biasi James Bryden
DE BRUEYS ADV. SERVICE, JOHN L., *d*	617 West Bldg	Houston, Texas	
DECKER, LTD., HENRY, *a-e*	1350 Broadway	New York City	
DEEMS, HOWARD E., *d*	1102 Ocean Center Bldg	Long Beach, Cal	J. C. Bell
DE LA MARE CO., INC., A. T., *e*	448 W. 37th St	New York City	
DELANCEY ADVERTISING AGENCY	880 Longwood Ave	Bronx, N. Y	Samuel J. Rosen
DENHARD & CO., INC., CHARLES H., *a-e*	114 E. 32nd St	New York City	
DENNEY CO., INC., WILLIAM H., *a-h*	461 8th Ave	New York City	
de ROODE, LOUIS K	5 Beekman St	New York City	
DE ROUVILLE ADVERTISING AGENCY, *a-e*	11 N. Pearl St	Albany, N. Y	George S. De Rouville Horace L. Hevenor
D'EVELYN WADSWORTH, *a-e*	405 Montgomery St	San Francisco, Cal	Fred C. Fischer
DEVEREUX & SMITH, INC., *a-e*	252 Genesee St	Utica, N. Y	Leslie W. Devereux
DEVINE, JAMES A., *a*	1457 Broadway	New York City	
DEVLIN & BENNETT INCORPORATED	203 N. Wabash Ave	Chicago, Ill.	
DICKSON ADVERTISING SERVICE, J. M.	679 Broadway	New York City	J. M. Dickson
DIENER & DORSKIND, INC., *a*	303 W. 42nd St	New York City	
DOBBS ADVERTISING AGENCY, *d-e*	Hotel Green	Danbury, Conn.	
DOE, ADV. AGENCY, ELMER H., *a-e*	606 Columbia Bldg	Louisville, Ky.	
DOLLENMAYER ADV. AGENCY, *a-e*	306 Hodgson Bldg	Minneapolis, Minn	R. T. Klagstad
DOMBROWER COMPANY, INC., RALPH L., *b*	Central Nat'l Bank Bldg	Richmond, Va	Helen E. Herndon
	516 Colorado Bldg	Washington, D. C	C. Linwood Jackson
DONAHUE & COE, INC., *a-e-f*	60 Broad St	New York City *	M. J. Donahue
	1790 Broadway	New York City	T. J. McDermott
DONNELLY COMPANY, LEE E., *f*	1746 Union Trust Bldg	Cleveland, Ohio	
DONOVAN-ARMSTRONG ADVERTISING AGENCY, *a-e*	Girard Trust Bldg	Philadelphia, Pa	Edith V. Righter
DOREMUS & COMPANY, *a-e*	43 Broad St	New York City *	Harold H. Sieber
	20 Kilby St	Boston, Mass	L. W. Munor
	1520 Sansom St	Philadelphia, Pa	C. E. Huson
	208 S. LaSalle St	Chicago, Ill	C. J. Keller
	425 Bush St	San Francisco, Cal	Henry W. Grady
	Van Nuys Bldg	Los Angeles, Cal	Edwin W. Buckalew
	23 College Hill, E. C. 4	London, England	Walker Smyllie
DORLAND INTERNATIONAL, *a-e*	Preston Bldg	Atlantic City, N. J.*	William H. Manning
	303 Bond St	Asbury Park, N. J	Paul J. O'Neill
DORLAND INTERNATIONAL	205 East 42nd St	New York City.*	
	841 Penobscot Bldg	Detroit, Mich.	
	14 Regent St., S. W. I	London, England	
	65 Avenue Des Champe-Elysées	Paris, France.	
	Kurfurstendamm 32, W. 15	Berlin, Germany	
	Gumaelius	Stockholm and Oslo, Sweden	
	De Forenede Annonce-bureauer	Copenhagen, Denmark	
	Agence Rossel	Brussels, Belgium	
	Nijgh & Van Ditmar	Rotterdam, Holland	
	Publicitas	Zurich, Switzerland	
	Publicitas	Madrid and Barcelona, Spain	
	Haasenstein & Vogler	Vienna, Austria	
	Metal	Warsaw and Danzig Poland	
	Deo	Athens, Greece	
	Asri	Istanbul, Turkey	
	Lowensohn	Jerusalem, Syria	
	Georges Agiman	Alexandria, Egypt	
	Rengo	Tokyo, Japan	
	Carl Crow	Shanghai, China	
	Adv. & Publicity Bureau	Hong Kong, China	
	Philippines Agency	Manila, P. I.	
	Tan Kok Tiong	Singapore, China	
	Aneta	Batavia, Dutch East Indies	
	Stronach	Bombay and Calcutta, India	
	African Amalgamated Adv. Contractors, Ltd	Capetown, Johannesburg, Durban and Port Elisabeth, Afr.	
	Gordon & Gotch	Sydney, Melbourne, Adelaide, Brisbane and Perth, Australia	
	Goldberg	Auckland, Wellington, Dunedin and Christchurch, New Zealand	
	Vaccaro	Buenos Aires, Argentina	
	A. Electica	Sao Paulo, Brasil	
	Glogsop	Rio De Janeiro, Brasil	
	Bofill	Santiago De Chile, Cuba	
	Publicidad Caracas	Caracas,	
	Su Provecho	Curacao, Dutch West India	
	Hernan Pancheco & Co.	San Jose, Costa Rica	
	Bossero	Mexico City, Mexico	
	Monroe	Havana, Cuba	
DORRANCE, KENYON & CO., INC., *a-e-f*	260 Tremont St	Boston, Mass	Harry E. Pengel
DORRANCE, SULLIVAN & CO., INC., *a-e-f*	130 West 42nd St	New York City	Harry E. Pengel
DORSEY ADVERTISING AGENCY, INC., ALBERT H., *d*	716 Bulletin Bldg	Philadelphia, Pa	Hal S. Lamb
DOUGHTY ADV. AGENCY CO., C. L., *d-e*	448 Main St	Cincinnati, Ohio	J. V. Ewan C. T. Henderson M. B. Herman
DOW & PETERSON, INC., *d-e-f*	94 Church St	Burlington, Vt	Louis F. Dow A. S. Peterson
DOWD, INC., CHARLES F., *a-e-f*	413 Richardson Bldg	Toledo, O	Charles F. Dowd Ralph B. Way Ed. J. Rutan
DOWD & OSTREICHER, INC., *a-d*	137 Newbury St	Boston, Mass.*	John C. Dowd
	545 Fifth Ave	New York City	Bernard F. Ostreicher
DOYLE, KITCHEN & McCORMICK, INC., *d-e-f*	501 Fifth Ave	New York City	William H. Kern
DRECHSLER-PEARD CO., INC., *a-e*	Munsey Bldg	Baltimore, Md.	
DUNHAM YOUNGGREEN LESAN CO., *a-e-h*	1711 Tribune Tower	Chicago, Ill	Ralph N. Cushing
DYER-ENZINGER CO., INC., *a-e*	Century Bldg	Milwaukee, Wis.*	Wilford York
	Willoughby Tower	Chicago, Ill	C. A. Brocker

E

	Address		Space Buyers
EARNSHAW-YOUNG, INC., *d*	714 West 10th St	Los Angeles, Cal	R. E. Messer
EASTMAN, SCOTT & CO., *a-b*	Mortgage Guarantee Bldg	Atlanta, Ga	James E. Winn
ECCLES ADVERTISING, WARREN	6726 Alta Loma Terrace	Hollywood, Cal.	
EDITORIAL SERVICE CO., INC., *e*	210 E. Michigan St	Milwaukee, Wis.	
EDMONDSON COMPANY, E. S., *a*	1700 Walnut St	Philadelphia, Pa	E. S. Edmondson
EGYPTIAN ADVERTISING AGENCY, *d*	Republican-Leader Bldg	Marion, Ill	Oldham Paisley
EHLBERT ADV. SERVICE, INC., *d-e-f*	75 E. Wacker Drive	Chicago, Ill	M. G. Harfield
EHLINGER & HIGGS, INC., *d*	Commercial Bldg.	Tulsa Okla	Stanley J. Ehlinger James H. Higgs Edwin L. Reeser E. Langley
ELDRIDGE-NORTHROP, INC., *e-f*	219 East Hanover St	Trenton, N. J.	
ELLINGER COMPANY, DANIEL R., *e*	715 Association of Commerce, Bldg	Grand Rapids, Mich.	
ELLIOTT ADVERTISING AGENCY, *f*	470 Stuart St	Boston, Mass.	
ELLIOTT ADVERTISING, INC., A. R., *a-e*	53 Park Place	New York City	Daniel Elliott
ELLIOT ADV. INC., HARRY	681 Market St	San Francisco, Cal.*	Franc Merchante
	1121 South Hill St	Los Angeles, Cal.	
ELLIS CO., A. W., *a-e-h*	24 School St	Boston, Mass.	
EMPIRE ADVERTISING SERVICE, *a-e*	1450 Broadway	New York City	Frederick F. Roeding Lawrence Weiner
ENGLISH CO., EARL B	416 Walnut St	Philadelphia, Pa	E. B. English
ENNIS-ANDERSON ADV. AGENCY, *d*	Cory Bldg	Fresno, Cal	Frank Ennis
ENSIGN ADVERTISING AGENCY, INC., F. A., *a-e*	1850 Koppers Bldg	Pittsburgh, Pa	W. R. Hovis
EPSTEIN ADV. AGENCY, DADE B	209 S. State St	Chicago, Ill	J. T. Carey A. I. Hallquist A. Larson
EPSTEIN COMPANY, S. M	Industrial Bank Bldg	Detroit, Mich	Norman Thal
ERICKSON ADV. AGENCY, E. N., *a-e*	15 Park Row	New York City	
ERWIN, WASEY & COMPANY, LTD., *a-e-f-h*	230 N. Michigan Ave	Chicago, Ill	E. Ross Gamble
ERWIN, WASEY & COMPANY, OF MINNESOTA, *a-e-f-h*	Security Bldg	Minneapolis, Minn	Mrs. D. H. Knutson
ERWIN, WASEY & COMPANY, INC., *a-e-f-h*	420 Lexington Ave	New York City	L. J. Delaney J. W. Sturdivant T. Norman Tveter
ERWIN, WASEY & COMPANY OF THE PACIFIC COAST, *a-e-f-h*	507 Monthomery St	San Francisco, Cal.*	McCulloch Campbell
	714 W. 10th St	Los Angeles, Cal	
	1020 Lloyd Bldg	Seattle, Wash.	
ESSIG COMPANY, LTD, *d*	1007 S. Grand Ave	Los Angeles, Cal	A. C. Essig J. S. Macaulay
ETHERINGTON SERVICE, LEONARD	6 Beacon St	Boston, Mass.	
ETTLINGER ADV. COMPANY, *a*	165 W. Wacker Drive	Chicago, Ill.	
EVANDER CO., INC., *d*	220 W. 42nd St	New York City	M. J. Kleinfeld
EVANS, INC., ALBERT *d*	611 Houston St	Fort Worth, Texas	Ruth P. Davis
EVANS ASSOCIATES, INC., *a-e-f*	225 No. Michigan Ave	Chicago, Ill	W. H. Evans R. R. Shuman R. E. Moore
EVANS & BRISEBOIS	Boyer Bldg	Detroit, Mich	F. E. Evans
EVANS, NYE & HARMON, INC., *a-e-f*	386 Fourth Ave	New York City	
EXPORT ADV. AGENCY	919 N. Michigan Ave	Chicago, Ill.*	
	285 Madison Ave	New York City	
EWING, JONES & HIGGINS, INC., *e*	36 W. 44th St	New York City	
	N. E. corner Broad and Sansom Sts	Philadelphia, Pa.	

F

	Address		Space Buyers
FAIRALL & COMPANY, ADVERTISING AGENCY, *a-e*	1210 Capital Theatre Bldg	Des Moines, Iowa	L. R. Fairall
FAIRFAX ADVERTISING AGENCY, INC., H. W., *a-e*	521 Fifth Ave	New York City	Nathan S. Ensler Valentine Spotto
FARRAR COMPANY, *d-e*	Beaux Arts Bldg	Los Angeles, Cal	Harold H. Machle
FASHION ADVERTISING COMPANY, *d*	313 West 37th St	New York City	Jesse Levine, Harry Zeckowski
FAUROTE, FAY LEONE	420 Lexington Ave	New York City	F. L. Faurote
FAXON, INC., *a-e*	540 N. Michigan Ave	Chicago, Ill.	
	Stromfelta-Lovely Bldg	Detroit, Mich.	
FECHEIMER, FRANK & SPEDDEN, INC., *a-e-f-h*	1224 Maccabees Bldg	Detroit, Mich	S. M. Fecheimer
FEDERAL ADV. CO., *e*	Reliance Bldg	Kansas City, Mo.	
	401 Commercial Bldg	St. Louis, Mo.	
FEDERAL ADVERTISING AGENCY, INC., *a-e-f-h*	6 East 39th St	New York City	James Martin Carl Brandt, Jr.
FEIGENBAUM ADV. SERVICE, HARRY, *e*	1420 Widener Bldg	Philadelphia, Pa.	
FENSHOLT & ALLBRIGHT, *a-f*	549 W. Washington St	Chicago, Ill	A. H. Fensholt R. D. Allbright
FENTON ADVERTISING AGENCY, RICHARD L., *d-e*	641 O'Farrell St	San Francisco, Cal	M. F. Chute Justin L. Fearing
FERRY-HANLY ADV. COMPANY, *a-e-f-h*	1110 Grand Ave	Kansas City, Mo.*	H. W. Scott
	6 North Michigan Ave	Chicago, Ill	H. C. Briney
	500 Fifth Ave	New York City	H. E. Lehman
	404 Central Trust Bldg	Rock Island, Ill.	
FERTIG COMPANY, INC., LAWRENCE, *a-e-f*	150 Madison Ave	New York City	Miss E. M. Ahlstrand Miss E. Meyer
FIELD ADVERTISING SERVICE, *a-e*	518 N. Delaware St	Indianapolis, Ind	V. Ernest Field Ralph G. Elvin
FISHER-WILSON ADV. AGENCY, *e-f*	Cunard Bldg	Philadelphia, Pa.	
FITZGERALD ADVERTISING AGENCY, INC., *a-b-e-h*	833 Howard Ave	New Orleans, La	Leonard Gessner
	Chrysler Bldg	New York City	
FLAGLER ADVERTISING, INC., *e*	73 W. Eagle St	Buffalo, N. Y.	
FLANNIGAN, J. L., *d*	617 Marine Midland Trust Bldg	Binghamton, N. Y.	
FLETCHER NEWSPAPER ADV. AGENCY	6306 Ellen Ave., N. W	Cleveland, Ohio *	A. F. Fletcher
	1835 W. 65th St	Cleveland, Ohio	
FOLEY ADVERTISING AGENCY, INC., RICHARD A., *a-e-h*	1616 Walnut St	Philadelphia, Pa	Walter D. Lloyd
FONDA-HAUPT CO., INC., *a-e-f-h*	286 Fifth Ave	New York City	D. H. Fonda
FORD COMPANY, JOHN ANSON, *d*	916 Chapman Bldg	Los Angeles, Cal	J. A. Ford J. Holmes Ford
FOREIGN ADV. & SERVICE BUREAU, INC	101 W. 31st St	New York City	N. DeFilippes
	Sackville House, 40 Piccadilly, W. 1	London, England	
	Galeria Güemes	Buenos Aires, Argentina	
	Praca Marechal Floriano, 7, Edificio Odeon, Room 710	Rio de Janeiro, Brasil	
FISHLER, FARNSWORTH & CO., INC., *a-f*	2 West 45th St	New York City	George F. Zealand
FOREIGN PRESS PUBLICITY SERVICE	258 Fifth Ave	New York City	Emanuel Pollack Sigmund Gottlober
FORT ADVERTISING AGENCY, LEWIS D	408 Wescourt Bldg	Memphis, Tenn.	
FOSTER & DAVIES, INC., *h*	420 Lexington Ave	New York City	
FOSTER & DAVIES, INC., *a-e-f-h*	2116 Keith Bldg	Cleveland, Ohio	Maxon R. Davies Harley G. Hill
FOSTER-STIPES ADV. AGENCY, *d*	432 Robeson Bldg	Champaign, Ill.	
FOX AND MACKENZIE, *a-e*	1214 Locust St	Philadelphia, Pa	W. A Fox
FRANK & COMPANY, ALBERT, *a-e-f-h*	165 Broadway	New York City *	G. L. Fostel
	1 La Salle St	Chicago, Ill	R. W. Dawson
	11 Avery St	Boston, Mass	A. Hirschbaum
	155 Sansome St	San Francisco, Cal	E. Albertson
	108 W. 6th St	Los Angeles, Cal	J. J. Cahill
	176 Middle St	Lowell, Mass	Oscar Williams
	112 S. 16th St	Philadelphia, Pa	A. M. Pennington
FRANKEL-ROSE COMPANY, *d-e*	75 E. Wacker Drive	Chicago, Ill	Jones B. Frankel Richard E. Rick Chas. E. Rose A. G. Gaines
FRANKEL ADV. AGENCY, INC., S. W., *a*	20 East 57th St	New York City	Robert S. Frankel Charlotte Karpf
FRANKENSTEIN, EDWIN L., *d*	11 E. 44th St	New York City	Edwin L. Frankenstein
FRANKLIN ADV. CORP., *e*	246 Fifth Ave	New York City	
FRANKLIN ADV. SERVICE, *d-f*	100 Boylston St	Boston, Mass	Melvin B. Summerfield
FRAZEE & CO., INC., HAROLD D., *d*	60 E. 42nd St	New York City	Harold D. Frazee Byrne Bauer
FREEZE-VOGEL-CRAWFORD, INC., *a-e-f*	757 N. Broadway	Milwaukee, Wis	H. C. Vogel
	304 Pine St	Green Bay, Wis	H. M. Landgraf G. C. De Heus
FREITAG ADV. AGENCY, INC., *a-b-e*	Standard Bldg	Atlanta, Ga.*	A. L. Malone
	35 E. Wacker Drive	Chicago, Ill	H. R. Talbot
FRENCH, OAKLEIGH R	7363 Manchester Ave	St. Louis, Mo	Oakleigh R. French
FREUND, ADVERTISING, MORTON, *d*	175 Varick St	New York City	Morton Freund

(Continued on page 176)

(For Explanation of Key Letters See Page 170)

"Play the Winners"

Amos Parrish

Ten years ago Amos Parrish began urging stores and advertisers to play their winners—to do more of what they did best, because it would make more profit for them. And it did. He built a business on that idea—an organization with one job: to help sell more goods... profitably. Amos Parrish helps newspapers play their winners—Fashion and Food. He directs two editorial feature services that *do* produce interests from readers and revenue from advertisers These two services are:

"What's in Fashion"

directed by Amos Parrish

Not styles. Or the vogue. Or the mode. But *news of* WHAT'S IN FASHION . . . what's *selling* in the best stores in every city *right now*. The winners reported by the acknowledged fashion-fact-finding organization of America. Appears daily. Illustrated interestingly . . . and sellingly. For more than two years it has helped America's newspapers sell more of the best new fashions.

Includes promotion ideas to help sell more fashion linage. Includes special fashion news photo releases. And includes, too, the privilege of using Amos Parrish & Company as the newspaper's New York Fashion Bureau—to which thousands of readers are now writing for fashion information.

"What's Good to Eat"

by Ann Barrett

America's newest food news. Twice weekly. For newspapers who know that good food news helps sell food space. The kind of interest-hook a food advertiser wants from newspapers to help him sell the class of food on which he makes a profit. Includes recipe offers by mail (recipes written gaily, conversationally). And sales promotion ideas to help a newspaper's staff sell more food linage.

"What's Good to Eat" was planned after a year's study of food news. And its formula is unique. It talks about famous people and celebrated dining-out places. It makes a reader hungry for out-of-the-ordinary dishes — and the kind of food on which food sellers make a profit.

• • •

Features are known by the company they work for. "What's in Fashion" and "What's Good to Eat" are appearing in important newspapers in 14 of the 17 American cities of half a million and over population. And they are working just as effectively for newspapers in many cities of the 25,000 group.

FOR FULL PARTICULARS ON THESE SERVICES, PLEASE WRITE

Amos Parrish & Co.

500 Fifth Avenue, New York

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page 174*)

	Address		Space Buyers
FREY COMPANY, CHARLES DANIEL, *a-c-h*	333 N. Michigan Ave.	Chicago, Ill.*	R. G. Timmerman
		Montreal, Que.	
		Toronto, Ont.	
		Winnipeg, Man.	
		Vancouver, B. C.	
		London, England	
		Paris, France	
		Berlin, Germany	
FREYSTADT-JURASCHEK, INC., *d-c-f*	570 Lexington Ave.	New York City	Francis Juraschek
FRICKE, EDWIN A.	3651 Germantown Ave.	Philadelphia, Pa.	
FRIEDMAN, LEON A., *d*	155 E. 44th St.	New York City	Leon A. Friedman
			A. H. Harris
FRIEND ADVERTISING AGENCY, *a-d-c*	171 Madison Ave.	New York City	
FRIEND WEINER ADV. CO., INC., *a-c*	Woolworth Bldg.	New York City	
FRIZZELL ADV. AGENCY, INC., *a-c*	301 Minneapolis Star Bldg.	Minneapolis, Minn.*	F. L. Frizzell
	Oppenheim Bldg.	St. Paul, Minn.	
FROHMAN, COMPANY, LOUIS H., *a-c-f-h*	10 E. 40th St.	New York City	
FROST, CO., INC., HARRY M., *a-c*	260 Tremont St.	Boston, Mass.	
FROWERT, CO., INC., PERCIVAL K., *a-c*	250 Park Ave.	New York City	
FULLER & SMITH & ROSS, INC., *a-c-f-h*	49 West 45th St.	New York City	F. G. Hubbard
	1501 Euclid Ave.	Cleveland, Ohio	Miss Alleen Ford
	444 California St.	San Francisco, Cal.	Wm. J. Staab

G

	Address		Space Buyers
GAINES-JOHNSON, *c*	Milan Bldg.	San Antonio, Texas	
GALE & PIETSCH, INC., *a-c*	333 N. Michigan Ave.	Chicago, Ill.	M. A. Kanealy
	18 E. 48th St.	New York City	
GALLAGHER, WALTER J., *c*	100 Prince St.	New York City	
GALLARD ADVERTISING AGENCY	1060 Broad St.	Newark, N. J.	Wm. G. Gallard
			A. W. Gill
			Edw. Dunn
			C. Fell
GAMBLE & COMPANY, LTD., *a-c-h*	20 No. Wacker Drive	Chicago, Ill.	Carl H. Jenkins
GANTERT, PALMER, *d*	331 Madison Ave.	New York City	C. Palmer Gantert
GARDNER ADVERTISING CO., *a-c-f-h*	1627 Locust St.	St. Louis, Mo.	E. A. W. Schulenburg
	No. 1 Pershing Square	New York City	F. H. Kenkel
GARDINER & WELLS CO., INC., *c*	2 Park Ave.	New York City	
GEARE-MARSTON, INC., *a-c-f-h*	1600 Arch St.	Philadelphia, Pa.	Frank Murphy
	420 Lexington Ave.	New York City	
GEER COMPANY, DEAN W., *d-c-f*	Main & Merritt Sts.	Oshkosh, Wis.	R. A. Murray
			John Helgeson
GELLES ADV. AGENCY, INC., *d-c*	50 E. Fordham Road	New York City	J. M. Lichtenberg
GELWICKS CO., INC., HARRY R., *a-c*	5 Court Square	Long Island City, N. Y.	Arthur B. Ersfeld
			Charles Root Cavalli
GENERAL INC., ADVERTISING, *c-f*	1305 Inland Bank Bldg.	Indianapolis, Ind.	
GERBER & CROSSLEY, INC., *a-c-h*	281 12th St.	Portland, Oregon	E. M. Sooysmith
GERMO, ELEANOR, *d*	601 Beaux Arts Bldg.	Los Angeles, Cal.	
GETCHELL, INC., J. STIRLING, *a*	405 Lexington Ave.	New York City	
	7310 Woodward Ave.	Detroit, Mich.	
GEYER COMPANY, *a-c*	Third National Bldg.	Dayton, Ohio *	William J. Shine
	908 N. Y. Central Bldg.	New York City	
GILLESPIE COMPANY, *d*	Industrial Bank Bldg.	Detroit, Mich.	
GILLHAM COMPANY, INC., L. S., *a-c-f-h*	223 Continental Bank Bldg.	Salt Lake City, Utah	
GIBSON COMPANY, GEORGE H., *f*	100 Gold St.	New York City	
GLASER, INC., LOUIS, *a-c-f*	230 Boylston St.	Boston, Mass.	Louis Glaser
			Arthur M. Menadier
			Phillips W. Upham
GLENN ADV., RAY K., *b-d*	1330 First Nat'l Bldg.	Oklahoma City, Okla.	
GLOBE ADV. AGENCY, INC., *d-c*	50 N. Main St.	Norwalk, Conn.	
GOEPEL, AGENCY, CHARLES, H., JR., *d*	1015 Chestnut St.	Philadelphia, Pa.	Chas. H. Goepel, Jr.
GOLDSMITH COMPANY, *a-c*	Lefcourt Bldg.	Newark, N. J.	Louis F. Herman
			H. R. Levy
			J. L. Rashkind
GOODWIN, INC., H. C., *a-c-f*	70 Exchange St.	Rochester, N. Y.	
GORDON AGENCY, PHIL, *c*	168 No. Michigan Ave.	Chicago, Ill.	R. Sacks
			D. Smith
GOTHAM ADVERTISING CO., *a-c-f*	114 Liberty St.	New York City	John E. Hill
GOTTSCHALDT-HUMPHREY, INC., *a-b-c*	419 Palmer Bldg.	Atlanta, Ga.	Mrs. Margaret Hay
GOULD, P. T., *c*	14910 Greenview	Detroit, Mich.	
GOULSTON COMPANY, INC., *c*	35 Court St.	Boston, Mass.	Ernest J. Goulston
			Howard Dodge
			Ernest J. Theberge
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GRANT & WADSWORTH & CASMIR, INC., *a-c*	Chrysler Bldg.	New York City	W. J. MacInnes
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			E. V. Hornung
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			M. J. Newton
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			Fred T. Grenell
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GRIMM, INC., WILLIAM K., *d-f*	525 Monger Bldg.	Elkhart, Ind.	
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GRISWOLD-ESHLEMAN CO., *a-c-f-h*	2700 Terminal Tower	Cleveland, Ohio	Henry T. Bourne
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	1119 Ohio Savings Bank Bldg.	Toledo, Ohio	
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H

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(*Continued from page 176*)

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LAMBERT & FEASLEY, INC., *a-e*	400 Madison Ave	New York City	
LAMPE ADVERTISING CO., DAVID	Baltimore Trust Bldg	Baltimore, Md	Miss H. L. Rudo
LAMPORT, FOX & CO., INC., *a-e-f*	J. M. S. Bldg	South Bend, Ind.	
LAND & VIEHMAN, *d*	719 Plaza Bldg	Pittsburgh, Pa	C. J. Land W. F. Viehman, Jr.
LANDEN ADVERTISING COMPANY, *f*	434 Ridge Bldg	Kansas City, Mo.	
LANDIS CO., REED G., *e*	26 E. Huron St	Chicago, Ill.	
LANPHER & SCHONFARBER, INC., *d*	85 Westminster St	Providence, R. I	Lawrence Lanpher
LANDSHEFT ADVERTISING AGCY., *a-e*	Liberty Bank Bldg	Buffalo, N. Y.	
LANDSMAN, BENJAMIN, *d-e*	724 Fifth Ave	New York City	Arthur Gaines
LANYON, JAMES H., *d*	1512 Guarantee Title Blg.	Cleveland, Ohio	James H. Lanyon
LA PORTE & AUSTIN, INC., *a-e*	274 Madison Ave	New York City	F. B. Leedom F. F. Casey C. H. R. Ruprecht
LARCHAR-HORTON CO., INC., *a-e-f*	44 Franklin St	Providence, R. I.*	Arthur S. Hassell
	1111 Statler Bldg	Boston, Mass.	
LASKY COMPANY, INC., *d*	220 Elizabeth Ave	Newark, N. J	A. W. Lewin
LATZ, INC., HARRY, *e*	597 Fifth Ave	New York City*	Laura Fannan
	501 Madison Ave	New York City	
LAUESEN & SALOMON, *d*	20 W. Jackson Blvd	Chicago, Ill	H. M. Lauesen
LAVIN & COMPANY, INC., *a-e-h*	Statler Bldg	Boston, Mass	E. D. Parent
LAWLER & ASSOCIATES, JOHN J., *d*	Railway Exchange Bldg	Milwaukee, Wis.	
LAY CO., INC., *a*	420 Lexington Ave	New York City	
LECHE & ASSOCIATES, INC., MILES F.	Neils Esperson Bldg	Houston, Tex	S. H. Crosby
	First Nat'l Bank Bldg	Grinnell, Iowa	
LEE, ADVERTISING, *e*	1753 Penobscot Bldg	Detroit, Mich.	
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LEE ADV AGENCY, WILSON H., *e-f*	6 Church St	New Haven, Conn.*	Claude Schaffner
	197 Asylum St	Hartford, Conn	J. H. J. Adams
	301 John St	Bridgeport, Conn	Douglas Milne
LEES ADVERTISING, GEORGE E., *d-f*	1821 E. 87th St	Cleveland, Ohio	George E. Lees E. W. Kronbach
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LeGRAND ADV. AGENCY, R. L., *d-e*	34 W. 33rd St	New York City	
LEHMAN, HART, *d-f*	1 West 34th St	New York City	Hart Lehman
LENNEN & MITCHELL, INC., *a-e*	17 East 45th St	New York City	C. V. Parker A. H. Ude
LEON ADV. AGENCY, AUDLEY K., *e*	110 W. 34th St	New York City	
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LESSING ADVERTISING CO., INC., *d-e*	225 Fifth St	Des Moines, Iowa	R. J. Flynn D. L. Dungan
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	330 S. Wells St	Chicago, Ill	G. Ross
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LEWIS & MAGEE, INC., *d*	172 Chestnut St	Springfield, Mass	Ed. Grubb John Magee, Jr.
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LINDER ADV. AGENCY, EMANUEL, *a-e*	1457 Broadway	New York City	
LINDER, HENRY, *e*	1457 Broadway	New York City	
LITTLEHALE - BURNHAM - ROSSITER, INC., *a-f*	175 Fifth Ave	New York City	
LITTLEHALE CO., INC., *e*	444 Madison Ave	New York City	
LIVERMORE & KNIGHT CO., *a-e-f*	42 Pine St	Providence, R. I.*	William B. Gowdy, Jr.
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	25 W. 45th St	New York City	
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LOEWY ADVERTISING AGENCY, *a-e*	5 Beekman St	New York City	
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LOOMIS, BAXTER, DAVIS & WHALEN, INC., *f-h*	1004 Baltimore Ave	Kansas City, Mo.	
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LOOMIS & HALL, INC., *a-b*	701 Congress Bldg	Miami, Fla	C. S. Hall, Jr. A. L. Thompson
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	W8, Kronenstr 64-65	Berlin, Germany	
	100 Vijzelstraat	Amsterdam, Holland	
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LOW COMPANY, INC., F. J., *d-e-f*	15 W. 44th St	New York City	John Confall
LOWELL COMPANY, MORTIMER	369 Lexington Ave	New York City	Harold Mc. D. Brown
LOWERY, INC., THOMAS A., *d*	29 S. La Salle St	Chicago, Ill	Thomas A. Lowery
LOWREY ORGANIZATION, HAROLD C.	323 Yonge St	Toronto, Ont.	
LUCK, ADVERTISING, O. H., *d*	400 Journal Bldg	Portland, Oregon	O. H. Luck
LUDLOW-MANSFIELD, INC., *d*	37 Franklin St	Buffalo, N. Y	Lloyd Mansfield
LUDGIN, INC., EARLE, *a-e-f*	180 N. Michigan Ave	Chicago, Ill	Earle Ludgin A. Layton Rumry Louis Weinberg, Jr. Edward Ernstein
LYDDON, HANFORD AND KIMBALL, INC., *a-e-f*	11 James St	Rochester, N. Y.	
	155 E. 44th St	New York City	
LYMAN IRISH & COMPANY, INC., *d*	60 East 42nd St	New York City	Paul Tompkins Irish
LYON AGENCY, *d-e*	Rialto Bldg	San Francisco, Cal	Dwight E. Lyon
LYTLE COMPANY, J. HORACE, *a-e-f*	333 W. First St	Dayton, Ohio	
M			
McADAM ADVERTISING, INC., *e*	77 12th St	Wheeling, W. Va	Will McAdam
McADAMS, WILLIAM DOUGLAS, *a-e*	25 W. 43rd St	New York City	R. P. Ostrander
McCARTY COMPANY, *d-e-f*	1206 Maple Ave	Los Angeles, Cal.*	E. W. Shefer
	116 New Montgomery	San Francisco, Cal	H. E. Cassidy
McCLURE & WILDER, *d-f*	1 Market St	Warren, Ohio	Mrs. Isla E. Wilder
McCORMICK ADV. AGENCY, *b-d-e*	Johnson Bldg	Amarillo, Texas	James L. McCormick
McDONALD, M. C	405 E. Green St	Pasadena, Cal	M. C. McDonald
McFARLAND PUBLICITY SERVICE, *a-e*	Crescent & Mulberry Sts.	Harrisburg, Pa.	
McJUNKIN ADV. COMPANY, *a-e-f-h*	228 N. La Salle St	Chicago, Ill	Frank B. Avery
McKEE & ALBRIGHT, *a*	1528 Walnut St	Philadelphia, Pa	L. M. Rohrabaugh
McKEE CO., INC., HOMER, *a-e*	320 N. Meridian St	Indianapolis, Ind.*	
	370 Lexington Ave	New York City	
McLAIN ORGANIZATION, INCORPORATED, *d-f-h*	Stock Exchange Bldg	Philadelphia, Pa	Alice B. Thompson
McMANUS-O'REGAN AGENCY, *a*	227 Broadway Market Bldg	Detroit, Mich	William B. O'Regan
McMULLEN, STERLING & CHALFANT, INC., *a-e-h*	250 Park Ave	New York City	George B. Bolton
McNELIS, CATHERINE,-HUGH WEIR, INC	55 Fifth Ave	New York City *	L. B. Templeton
	22 N. Franklin St	Wilkes Barre, Pa.	

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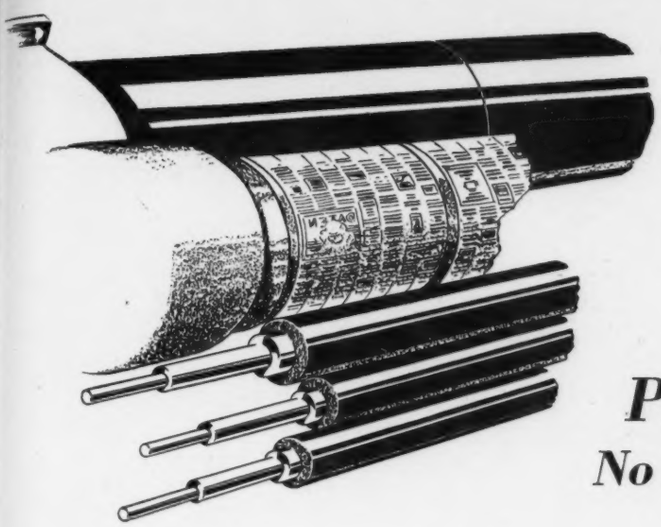
(For Explanation of Key Letters See Page 170)



VULCAN
Newspaper Blankets

PROFITABLE for 1932
No Matter Who Checks the Results

VULCAN RUBBER ROLLERS too—

The demand today for greater speed and more stringent press control has necessitated a definite trend toward rubber rollers. Vulcan Rubber Rollers can be relied upon as second to none.

These rollers distribute the ink more evenly and smoothly — require little attention — are not affected by variations in temperature and humidity — swelling is reduced to the absolute minimum and that is even across the surface — they never lose their shape. Vulcan Rollers require grinding less frequently and then the same superior surface is had as when the roller was first put on the press.

Aside from their highly efficient service and the decided reduction in the expense of clean-up materials Vulcan Rubber Rollers show an even greater return, as compared to less modern rollers, because of their considerably longer life.

Publisher—

Many advances made in the art of newspaper printing cannot be taken advantage of at once by the average plant. Vulcan Newspaper Blankets offer an immediate economical means of increasing press efficiency.

Business Manager—

Vulcan Newspaper Blankets bring about a direct saving because they last longer. Blanket costs represent no inconsiderable item of expense. This year, particularly, any reduction in operating costs is indeed gratifying.

Advertising Manager—

Vulcan Newspaper Blankets can be depended upon to maintain clean, attractive print. Advertisers have less opportunity for kicking about the appearance of their ad. A better printed paper influences both national and local advertisers.

Mechanical Superintendent—

Pressed by demands to lower production costs on the one hand and for speed and quality work on the other, Vulcan Newspaper Blankets offer a happy solution as far as blankets go. Their use means a lower blanket expense item on the production cost sheet and a noticeable improvement in press runs.

Press Room Foreman—

Vulcan Newspaper Blankets remove the blanket handicap. They require less pressure. They eliminate bolstering, swelling, slurring and stretch. You don't have to worry about them and they don't have to be changed so often.

No matter who checks the results Vulcan Newspaper Blankets are a wise investment. The Vulcan impression blanket has a specially compounded surface which is non-rubber and absolutely oilproof. The adoption of the Vulcan impression and Vulcan underpacking blanket combination means the utilization of the most modern achievement in this field.

Vulcan Blankets and Rollers stand investigation. You are invited to do just that. Then try them. Every Vulcan Blanket and Roller is sold with the guarantee that it must prove satisfactory to you. What's more, they will.

"VULCAN-ize" Your Presses for Efficiency and Economy

The Last Word In Efficiency

Scientific Achievements

Vulcan Proofing Company

First Avenue and 58th St.,

Brookyn, N. Y.

"THE MARK OF QUALITY"

"THE MARK OF QUALITY"

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page 178*)

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McTAYLOR COMPANY, *d*	B. M. A. Bldg	Kansas City, Mo.	P. W. Limerick W. G. Heren G. A. McKay McTaylor
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MACHEN COMPANY, EDWIN A., *a-e-f*	1136 Board of Trade Bldg.	Toledo, Ohio	E. A. Machen
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MacKENZIE, GOLDBACH & BERDAN, INC., *e-f*	501 Huron Bldg	Toledo, Ohio	E. F. Goldbach H. P. Berdan
MacMANUS, INCORPORATED, *a-e*	1200 Fisher Bldg	Detroit, Mich.*	Wm. H. Larkin
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	4963 Seventeenth St	San Francisco, Cal.	
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MAGGART CORPORATION, *e-f*	203 North Wabash Ave	Chicago, Ill.	
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MANKE-OSBORNE ADVERTISING, *d-e*	406 Dwight Bldg	Kansas City, Mo.	F. W. Osborne
MANN, INC., CONKLIN, *f*	18 East 48th St	New York City	
MANUFACTURERS' ADV., INC., *e*	Arts Bldg	Toledo, Ohio *	R. G. Ewell
	Lincoln Tower Bldg	Fort Wayne, Ind.	F. S. Young
MANUFACTURERS' PUBLICITY CO., *e*	39 Courtlandt St	New York City	
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MARGON-ROBINSON CO., *e*	Lincoln Bldg	Louisville, Ky.	
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MARKS ADVERTISING CO., INC., *a*	45 West 34th St	New York City	
MARSCHALK & PRATT, INC., *a-e-f*	369 Lexington Ave	New York City	George L. Trimble
MARSH ADV. AGENCY, E. H., *e*	Besse Bldg	Springfield, Mass.	
MARTIN ADVERTISING AGENCY	276 West 43rd St	New York City	Felix M. Wolsky
MARTIN-PILLING-SHAW, INC., *e*	15th & Locust Sts	Philadelphia, Pa.	
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MARX ADV. AGENCY, GUSTAV, *d-e*	Fine Arts Bldg	Milwaukee, Wis.	Gustav Marks
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MATOS ADVERTISING CO., INC., *a-e-h*	Bulletin Bldg	Philadelphia, Pa.	
MATTESON-FOGARTY-JORDAN CO., *a-e-h*	307 N. Michigan Ave	Chicago, Ill.	Thos. W. Davis
MATSON ADV. SERVICE, FLOYD E., *d*	310 Damon Bldg	Honolulu, Hawaii	
MATTOCKS-McDONALD CO., INC., *d*	325 W. St	Duluth, Minn.	Norton Mattocks
MAXON, INC., *a-e*	2761 E. Jefferson Ave	Detroit, Mich.*	Elsie Harvey
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	Chanin Bldg	New York City	
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	Capital Bank Tower	Lansing, Mich.	
	Association of Commerce Bldg	Grand Rapids, Mich.	
MAXON ADV. EFFICIENCY SERVICE, E. LEE, *d*	531 East Couch St	Portland, Oregon	E. Lee Maxon
MAXWELL-DAVIS, INC	64 Pearl St	Hartford, Conn	Mrs. S. S. Greenberg
MAYERS COMPANY, INC., *d-f*	1240 S. Main St	Los Angeles, Cal.	Fae Hardy
MAYS-WILLIAMS COMPANY, INC., *a-b-e*	913½ Quarrier St	Charleston, W. Va.	Roy D. Jenkins
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MEARS ADVERTISING, INC., *a-e*	250 Park Ave	New York City	Frank E. Smith
MEARS, CHAS. W. (Counselor in Marketing)	1512 Keith Bldg	Cleveland, Ohio	
MEEK & WEARSTLER, INC., *e-f*	20 West Front St	Youngstown, Ohio	Park Meek Ray M. Thompson
MELDRUM & FEWSMITH, INC., *a-e-f*	1018 Leader Bldg	Cleveland, Ohio	R. G. Simmons
MELLEN ASSOCIATES, LTD., *d*	408 Kauikeolani Bldg	Honolulu, Hawaii	George Mellen H. Ben Street August Chong Masuo Ogoshi
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MERCHANDISING INSTITUTE OF AMERICA	646 N. Michigan Ave	Chicago, Ill.	
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MEREDITH & COMPANY, INC	415 Cannon Place	Troy, N. Y.	Russell D. Meredith
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MIDWEST ADV. AGENCY, *d-e*	327 W. Jefferson St	Rockford, Ill.	W. A. Pitschke
MILLAR ADV. AGENCY, INC., *d-e*	301 Rives Strong Bldg	Los Angeles, Cal.	O. A. Steller T. Tyler Smith C. L. Young
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MILLER AGENCY CO., *a-e*	2144 Madison Ave	Toledo, Ohio	
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MILLER INC., HARRY M., *d-e*	471 E. Broad St	Columbus, Ohio	Harry M. Miller Chas. S. Anderson Carl Crossland C. M. Beecher Albert Hedrick Wm. Saunders Mary Tools
MILLER, JOHN THOMAS, *d-e-f*	71 W. 35th St	New York City	J. T. Miller D. J. Ferro G. A. Hecker
MILLER, M. GLEN	8 S. Michigan Ave	Chicago, Ill.	
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MILLS ADVERTISING AGENCY, INC., RAY, *d*	14 Lisbon St	Lewiston, Maine	Ray Mills
MILLSCO AGENCY, INC	1 Park Ave	New York City *	A. Blando
	302 Bay St	Toronto, Ont., Canada	
	21 Rue de Berry	Paris, France	
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MORRIS ADV. SERVICE, INC., PHILIP, *e*	38 S. Dearborn St	Chicago, Ill.	
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	1740 Graybar Bldg	New York City	Miss Veronica Welch
MOSES ADVERTISING SERVICE, *a-e*	Munsey Bldg	Baltimore, Md.	Jacob G. Moses
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MOSS-CHASE COMPANY, *a-e-f*	425 Franklin St	Buffalo, N. Y.	Jerome B. Chase Edmund J. Felt J. Jay Fuller G. A. Clauss S. E. Lapp E. B. Dietrich N. E. Forgie C. J. Coward
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	Eagle Bldg	Brooklyn, N. Y.	Merle S. Proctor John Muller
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MUMMERT, MAURICE M, *d-e*	1008 W. 6th St	Los Angeles, Cal.	
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MURRAY, ADV. AGENCY INC., JOHN F. *a-e*	578 Madison Ave	New York City	
MURRAY HILL ADVERTISING CO., *d-e*	200 E. 33rd St	New York City	Ernest Liebermann M. E. McCue
MURPHY, INC., CARROLL DEAN, *a-e-f*	35 E. Wacker Drive	Chicago, Ill.	Florence A. Neighbors
	200 Madison Ave	New York City	
MUTUAL SERVICE CORPORATION, *e*	140 Cedar St	New York City	Arthur R. Rule

N

	Address		Space Buyers
NATHAN, ADV. AGENCY, EDWARD N., *a*	Chamber of Commerce Bldg	Los Angeles, Cal.	
	Phelan Bldg	San Francisco, Cal.	
	Orpheum Bldg	Seattle, Wash.	
NATIONAL ADVERTISING SYNDICATE	531 Elliott Sq	Buffalo, N. Y.	Wm. G. Bryan Geo. Plumstead A. H. Longbotham
NATIONAL SALES ALLIANCE, *d*	Bendix Bldg	Los Angeles, Cal.	R. M. Spangler
NEEDHAM & GROHMANN, *d*	11 W. 42nd St	New York City	E. A. Roth
NEEDHAM, LOUIS AND BRORBY, INC., *a-e-f-h*	360 N. Michigan Ave	Chicago, Ill.	Otto R. Stadelman
NEISSER-MEYERHOFF, INC., *d-e*	744 N. Fourth St	Milwaukee, Wis.	A. E. Meyerhoff
NESBITT SERVICE, COMPANY, *a-e-f*	850 Euclid Ave	Cleveland, Ohio	M. C. Nesbitt F. W. Long
NEWELL-EMMETT COMPANY, *a-e-f-h*	40 E. 34th St	New York City *	F. H. Walsh
	525 Market St	San Francisco, Cal.	E. Campion H. Escudier N. McEvoy
NEWMARKS ADVERTISING AGENCY, *d*	219 Seventh Ave	New York City	
NEWMARK INC., J. H., *e*	1775 Broadway	New York City	
NICHOLS ADV. AGENCY, *d*	44 Portland St	Worcester, Mass.	C. A. Nichols
NICHOLS CO., CHARLES F. W., *e*	360 N. Michigan Ave	Chicago, Ill.	
NORTHROP ADV. AGENCY, *e*	410 Peck Bldg	Kalamazoo, Mich.	
NORTHWESTERN ADV. AGENCY, *a-e*	23 East 6th St	St. Paul, Minn.	
NOYES ADV. AGENCY, EARL C., *d*	12 E. 55th St	Chicago, Ill.	C. E. Morse A. P. Stibick

O

	Address		Space Buyers
O'CALLAGHAN ADV. AGENCY, *a-b*	601 Farnsworth Bldg	Memphis, Tenn.	Martin O'Callaghan
O'CONNELL ADV. AGENCY, *a-e-f-h*	100 Boylston St	Boston, Mass.	
O'DEA & COMPANY, INC., MARK, *d-e*	400 Madison Ave	New York City	John F. Quick
ODLIN COMPANY, JOHN W., *e-f*	44 Portland St	Worcester, Mass.	
O'KEEFE ADVERTISING AGENCY, INC., P. F., *a-e-h*	45 Bromfield St	Boston, Mass.*	W. C. Sampson
	6 E. 45th St	New York City	
OLLENDORF CO., C. J., *e*	75 E. Wacker Drive	Chicago, Ill.	
OLMSTED-HEWITT, INC., *d-e-f*	1200 Second Ave., S	Minneapolis, Minn.	Charles Ira Brown
OLSEN ADV. AGENCY, *d*	215 S. LeDoux Road	Beverly Hills, Cal.	A. J. Bob Olsen
O'MALLEY ADVERTISING & SELLING CO., *a-e*	244 Washington St	Boston, Mass.	Chas. J. O'Malley Louis J. O'Malley
OSBORNE ADV. COMPANY, *a-b-e*	510 Continental Bldg	Oklahoma City, Okla.	Miss Leno Osborne
OSWALD ADV. AGENCY, INC., *a-e-h*	Integrity Trust Bldg	Philadelphia, Pa	
OUTDOOR ADVERTISING INCORPORATED	1 Park Ave	New York City *	
	1015 Glenn Bldg	Atlanta, Ga.	
	1617 Court Sq. Bldg	Baltimore, Md.	
	1434 Statler Bldg	Boston, Mass.	
	917 Chamber of Commerce	Cincinnati, Ohio	
	948 Hanna Bldg	Cleveland, Ohio	
	7-241 General Motors Bldg	Detroit, Mich	
	1103 Second Nat'l Bank Bldg	Houston, Tex.	
	21 West 10th St	Kansas City, Mo.	
	1151 S. Broadway	Los Angeles, Cal.	
	1616 Walnut St	Philadelphia, Pa.	
	1607 Continental Life Bldg	St. Louis, Mo.	
	Shell Bldg	San Francisco, Cal.	
OVERMAN ADV. AGENCY, *d*	204 Arthur D. Jones Bldg	Spokane, Wash.	Loring F. Overman

P

	Address		Space Buyers
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PACIFIC ADVERTISING SERVICE, *d*	1240 S. Main St	Los Angeles, Cal.	J. L' Pittenger
PACK COMPANY, PHILIP C	Press Bldg	Ann Arbor, Mich.*	P. C. Pack
	Dime Bank Bldg	Detroit, Mich.	
	370 Lexington Ave	New York City	
PAGE ADVERTISING AGENCY, *b-d-e*	Richmond Trust Bldg	Richmond, Va.	L. E. Page
PAGE CO., C. E., *e*	1114 Mutual Bldg	Richmond, Va.	
PALMER ADV. AGENCY, *e*	220 Broadway	New York City	
PARIS & PEART, *a-e*	369 Lexington Ave	New York City	Eugene J. Cogan Harold Myiott
PARISH-BURNHAM, *e-f*	41 Park Row	New York City	
PARKER COMPANY	93 Market St	Lowell, Mass.	Willard A. Parker
PARKER ADVERTISING COMPANY, *e-f*	9 West Monument Ave	Dayton, Ohio	
PARRISH & CO., AMOS, *a-e*	500 Fifth Ave	New York City	Mrs. F. S. Donnelly

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(For Explanation of Key Letters See Page 170)

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PAWLEY COMPANY, INC.	11 N. Pearl St	Albany, N. Y.	G. A. Pawley Wm. Morris
PEARSALL, W. MONTAGUE, *a-e*	13 Vesey St	New York City	
PECK ADVERTISING AGENCY, INC., *a-e-f*	271 Madison Ave	New York City *	Miss E. Stamler
	503 Atlantic Ave	Brooklyn, N. Y.	
PEDLAR & RYAN, INC., *a*	250 Park Ave	New York City	Edith Whitlock
PENINSULAR ADV. AGENCY, *e*	524 Tussing Bldg	Lansing, Mich.	
PENMAN, ADVERTISING, HARRY G., *d*	2100 Fifth Ave	Seattle, Wash.	Harry G. Penman
PETERSON & KEMPNER, INC.	421 Seventh Ave	New York City	Henry Kempner
PHIBBS ADV. CO., HARRY C., *e*	28 E. Huron St	Chicago, Ill.	
PHILADELPHIA NEWS BUREAU, INC.	1520 Sansom St	Philadelphia, Pa.*	
	44 Broad St	New York City	
	208 S. LaSalle St	Chicago, Ill.	
	30 Kilby St	Boston, Mass.	
	1422 F St., N. W.	Washington, D. C.	
	1726 Hunter-Dublin Bldg.	San Francisco, Cal.	
	924 Van Nuys Bldg	Los Angeles, Cal.	
	528 Murphy Bldg	Detroit, Mich.	
	Caxton Bldg	Cleveland, Ohio	
PHILLIPS, HARRY D, *a*	12 East 41st St	New York City	Harry D. Phillips
PIANISANI COMPANY	38 Park Place	New York City	
PICARD-SOHN, INC., *a-e-f*	551 Fifth Ave	New York City	Richard A. Picard
PIERCE ADVERTISING AGENCY, *d-e*	18 Eighth St., S	Fargo, N. D.	E. A. Green R. W. Keller
PIERCE, MATTHEW G, *a*	111 W. Monroe St	Chicago. Ill.	
PIERRE, GEORGE H., *e*	1700 Walnut St	Philadelphia, Pa.	
PIERSON ADVERTISING, ROMAINE	93 Nassau St	New York City	
PITT COMPANY, STEDDIFORD, *f*	153 Court St	New Haven, Conn.	
PITLUK ADVERTISING COMPANY, *a-b-e*	2200 Alamo National Bldg	San Antonio, Texas	L. Merrion C. R. Cusick
PLATT-FORBES, INC., *a-e-f*	468 Fourth Ave	New York City	William S. Walker
PORTER CORPORATION, *a-e-f*	80 Broad St	Boston, Mass.*	R. F. Strauss
	6 E. 45th St	New York City	
POTTS & CO., R. J., *a-e*	101 W. 11th St	Kansas City, Mo	R. J. Potts J. B. Woodbury D. B. Mindlin Murrel Crump James McQueeny
POTTS-TURNBULL ADV. CO., *a-e-h*	Dicks Bldg	Kansas City, Mo.*	G. F. McGill
	75 E. Wacker Drive	Chicago, Ill	B. G. Wasser
POWER CO., INC., EDWARD M., *a-e*	2537 Oliver Bldg	Pittsburgh, Pa.	
POWERS-HOUSE COMPANY, *a-e-f*	522 Terminal Tower	Cleveland, Ohio	C. A. Marbach Gordon Rieley
POWERS CO., H. D	62 Calhoun St	Battle Creek, Mich	H. D. Powers
POWERS COMPANY, JOHN O., *a-e-f-h*	220 East 42nd St	New York City	Robert W. Powers
POWNING, INC., GEORGE G., *a-e*	278 Orange St	New Haven, Conn.	
PRATT & FLOREA, INC., *d-e*	277 Broadway	New York City	
PRATT-MOORE ADV. CO., *e-f*	1926 Ford Bldg	Detroit, Mich.	
PRESBREY CO., FRANK, *a-e-f-h*	247 Park Ave	New York City	W. A. Baker
	City Centre Bldg	Philadelphia, Pa	E. H. Gebhard
	408 Malone Bldg	Pittsburgh, Pa.	
PRICE ADVERTISING AGENCY, *d*		Malden, Mass.	
PRICE, HENRY F., *d*	15 East 40th St	New York City	Henry F. Price
PRITCHARD & THOMPSON ADV. *a-e*	1042 Canal Bank Bldg	New Orleans, La.	
PROCTOR CO., INC., J. G	420 Lexington Ave	New York City *	John G. Proctor
	Eagle Bldg	Brooklyn, N. Y	Merle S. Proctor John Muller
PROCTOR & COLLIER COMPANY, *a-e-f-h*	McMillan St. & Reading Road	Cincinnati, Ohio	R. G. Hext
PUERNER, DAVID M., *d*	709 N. Broadway	Milwaukee, Wis.	

Q

QUEEN, JOHN W., *a-e*	5 Park Square	Boston, Mass.	

R

RAMSEY COMPANY, L. W., *e*	430 Union Bank Bldg	Davenport, Iowa *	W. A. Wilkinson
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	342 Madison Ave	New York City	
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	12th & Jefferson Sts	Portland, Oregon	
	32 Front St	Toronto, Ont., Can.	
RATCLIFFE ADV. AGENCY, *a-b-e-f*	Magnolia Bldg	Dallas, Texas	D. E. Phillips
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REALSERVICE ADV. AGENCY, INC., *d*	15 East 40th St	New York City	J. Elkins
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REINCKE-ELLIS COMPANY, *a-e*	520 N. Michigan Ave	Chicago, Ill	Joseph F. Brown
REMINGTON, INC., WM. B., *a-e-f*	21 Besse Place	Springfield, Mass	Wm. B. Remington Galen Snow James B. Williams Herbert F. King
REVER ADVERTISING CORP., *d-e*	55 West 42nd St	New York City	Wm. J. Salva Miss Fay Permy
REYNOLDS, MILO C., *d*	P. O. Box 288	Burlington, Vt.	
REYNOLDS & STAFF, FRANK J	1100 Statler Office Bldg	Boston, Mass.	
RICHARDSON, ALLEY & RICHARDS COMPANY, *a-e-f-h*	370 Lexington Ave	New York City *	H. M. Billerbeck
	Statler Office Bldg	Boston, Mass.	
RICHARDSON-PLANT, INC., *a-e-f*	216 Superior Ave., N. E	Cleveland, Ohio	W. E. Richardson L. A. Yokey
RICKARD ADV. AGENCY, INC	Trenton Trust Bldg	Trenton, N. J	G. A. Rickard M. E. Rickard
RICKARD & CO., INC., *a-f*	420 Lexington Ave	New York City	
RIDDERHOF, CORNELL, *f*	303 W. 42nd St	New York City	
RIDGWAY COMPANY, ADVERTISERS, THE	1901 Locust St	St. Louis, Mo	M. E. Tobias W. R. Sprague
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RING, JR., ADV. CO., JOHN, *a-e-f-h*	211 N. 7th St	St. Louis, Mo	Walter W. Zahrndt
RITTER CO., INC., PHILIP, *a-e-h*	25 W. 54th St	New York City	M. F. Gordon
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ROBBINS & PEARSON CO., *d-e-f*	390 E. Broad St	Columbus, Ohio	H. J. Nichols
ROBERTS COMPANY, JOSEPH D., *d*	1118 Northern Life Tower	Seattle, Wash.	
ROBERTSON ADVERTISING, *d-e*	528 U. S. National Bank Bldg	Denver, Colo	M. G. Robertson
ROBINSON, JR., ELWOOD J	725 Security Bldg	Los Angeles, Cal	Darwin H. Clark
ROBINSON-ESCHNER ADV. CO., *f*	Commerce Bldg	Erie, Pa.	
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ROGERS-GANO ADV. AGENCY, *a-e*	1008 Bankers Mortgage Bldg	Houston, Texas	
ROGERS-GANO ADVERTISING AGENCY, INCORPORATED OF ILL., *e-f*	Exchange Nat'l Bank Bldg	Tulsa, Okla	R. C. Gano
	Lake Michigan Bldg	Chicago, Ill	T. C. Allen Willard Egolf Roy H. Gannon J. Burr Gibbons
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ROONEY COMPANY, ALFRED, *d*	7 Water St	Boston, Mass.*	George A. Curley
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ROOT ADVERTISING AGENCY	440 S. Dearborn St	Chicago, Ill	Perrin B. Root
ROSE, COMPANY, EDWARD WM., *d*	360 N. Michigan Ave	Chicago, Ill	H. L. Thomsen
ROSEN ADV. AGENCY, SAMUEL J	860 Longwood Ave	Bronx, N. Y	Samuel J. Rosen
ROSENBERG CO., INC., ARTHUR, *a-e*	570 Seventh Ave	New York City	
ROSENBERG CO., IRWIN L., *e*	64 E. Lake St	Chicago, Ill.	
ROSS ADV., INC., *a-e*	Standard Bldg	Fort Wayne, Ind.	
ROSS-GOULD COMPANY, *a-e*	Tenth & Olive Sts	St. Louis, Mo	Harry Meyer Ira S. Wittelshofer
ROWLAND ADV. COMPANY, INC., *d-e*	155 E. 44th St	New York City	Catherine E. McHugh
RUFF, JR., ADV. SERVICE, WILLIAM A., *d*	4 West 7th St	Cincinnati, Ohio	Robert V. Ruff
RUSSELL INC., ADV. AGENCY, ROBERT C., *d*	163 Plymouth Ave	Schenectady, N. Y	R. C. Russell
RUTH ADVERTISING AGENCY	1329 Third Ave	New York City	Clyde E. Murray
RUTHRAUFF & RYAN, INC., *a-e-h*	132 W. 31st St	New York City *	W. H. Pember
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RYAN, INC., LEWIS EDWIN, *d*	801 Hill Bldg	Washington, D. C	Frank A. Richardson J. Robt. Corry Preston B. Coiner
RYDER & INGRAM, LTD., *d-e*	337 17th St	Oakland, Cal	Robert L. Ingram
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ST. CLAIR, CO., WM. G., *a*	Real Estate Trust Bldg	Philadelphia, Pa.	
SACKS COMPANY, INC., *d*	205 E. 42nd St	New York City	C. O. Sacks
SADLER, CO., E. T., *a-e-f*	435 N. Michigan Ave	Chicago, Ill.	
SANDLASS, L. A., *a-e*	217 W. Saratoga St	Baltimore, Md.	
SANDMEYER & COMPANY, R. E., *e-f*	1643 Merchandise Mart	Chicago, Ill.	
SANDO ADV. COMPANY, *d-e-f*	960 N. Meridian St	Indianapolis, Ind	Vriant Sando R. C. Hester
SARGENT, PORTER, *e*	11 Beacon St	Boston, Mass	Wayne E. Davis Elizabeth Mann Dorothy Harriman Elvira Tumsbais
SAYRE INC., R. H., *e*	626 Farmers Bank Bldg	Pittsburgh, Pa.	
SAYRE COMPANY, R. W., *e*	400 N. Michigan Ave	Chicago, Ill.	
SCHECK ADVERTISING AGENCY, INC., *a-e*	9 Clinton St	Newark, N. J	Morris Scheck
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SCHIELE ADV. CO., SEYMOUR, *e*	705 Olive St	St. Louis, Mo.	
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SCHLUSSEL ADVERTISING	1270 Broadway	New York City	M. J. Schlussel
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SEEDS, CO., INC., RUSSEL M., *a-e-f*	Lemcke Bldg	Indianapolis, Ind.	
SEGAR, ROSCOE W., *d*	Trust Bldg	Rockford, Ill	Roscoe W. Segar
	465 E. 48th St., No	Portland, Ore.	
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SEIDENBAUM ADV. AGENCY, WILLIAM G., *d*	10 East 40th St	New York City	William Seidenbaum Harold Harris
SELF, INC., EDWIN B	1 LaSalle St. Bldg	Chicago, Ill	Aubrey H. Self
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	Security Bldg	Davenport, Iowa	
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SIMPSON ADV. SERVICE CO., INC., *a-e*	915 Olive St	St. Louis, Mo.	
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SLOAN, ADVERTISING, CHARLES M., *e-f*	8 S. Michigan Ave	Chicago, Ill	Charles M. Sloan
SMALL, FRED GLEN, *f*	200 West 34th St	New York City	
SMALL, KLEPPNER & SEIFFER, INC., *a*	469 Fifth Ave	New York City	
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SMITH, ADVERTISING AGENCY, C. BREWER, *a-e*	27 School St	Boston, Mass	Miss M. V. Creaser
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SMITH-PATTERSON-ALLEN, INC., *e-f*	55 Allyn St	West Hartford, Conn	Helen E. Callan
SMITH, SCHREINER & SMITH, INC., *e-f*	1098 Union Trust Bldg	Pittsburgh, Pa	E. Blichfeldt
SMITH, STURGIS & MOORE, INC., *a-e-h*	140 Federal St	Boston, Mass	T. A. Byrne
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SNOW, WALTER B. AND STAFF, INC., *a-e-f-h*	Statler Bldg	Boston, Mass.	
SOHN, CHARLES H., *d*	3308 Bayonne Ave	Baltimore, Md.	
SOMMER ADVERTISEMENT AGENCY, F. N., *a-e*	810 Broad St	Newark, N. J	Emil J. Hensler
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	Chrysler Bldg	New York City	
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SPARROW ADVERTISING AGENCY, INC., *a-b-e*	700 Farley Bldg	Birmingham, Ala	Paoli A. Smith J. D. Dukes E. L. Sykes

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(For Explanation of Key Letters See Page 170)

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Buffalo, N. Y.
J. S. Robertson
Montreal, Quebec, Can.
Sinclair & Valentine Co. of Canada, Ltd.
Toronto, Canada.
Wild & Stevens, Inc.
Boston, Mass.
Wortman Roller Co.
Cincinnati, Ohio.

It must be current in all parts of the World at the same time. In the pressrooms men are working at top speed with presses turning out newspapers at from thirty to sixty thousand per hour. The modern newspaper press with its steel plate cylinders and impression cylinders so finely made as to be capable of adjustment to a thousandth of an inch, gives precision of impression and perfection of printing.

Next In Importance to the Press Itself are the Rollers

They are a very essential part of the press equipment, as the total pressroom equipment depends on their working qualities. To give clear, clean impressions they must be true to the thousandth part of an inch. They must distribute ink evenly over the type matter, and where halftones are used produce clean highlights and clear solids. The rollers make or break the appearance of the printed sheet.

In large edition newspaper plants where the speed the averages forty thousand impressions and over per hour we recomend rubber rollers. They will not melt from frictional heat, nor are they affected by weather conditions.

Where the average speed is less than forty thousand an hour, good non-meltable composition rollers are suggested. They are not affected by climatic changes and will last from one to three years. During the life of this roller the first cost is the only cost.

For the short run newspaper plant the regular composition roller of a medium grade will last indefinitely and is very economical.

These suggestions are unbiased, as every member of this Association either manufactures rubber rollers, or sells rubber rollers that have been tested carefully by the roller maker. Each member manufactures both non-meltable and regular composition rollers.

The advantage in dealing with a member of the Association is each firm can equip your presses completely with all the rollers necessary for continuous operation. It is not necessary to order rubber rollers from one firm and composition rollers from another. Also, the roller maker, through years of experience in supplying rollers, has a concrete idea of press requirement in rollers. Added to this is the personal service the local roller maker gives over that of a manufacturer located a long distance from the printing plant with whom roller making is just a side line.

Today the importance of well established trade associations is recognized as never before. The National Association of Printers' Roller Manufacturers, Inc. was formed in 1915 and incorporated in 1918. Information as to its activities can be obtained from the President, Carl G. Bingham, 636 Sherman Street, Chicago, Ill., or the Secretary, Wm. P. Squibb, 211 N. Camac Street, Philadelphia, Penna.

N.A.P.R.M.

INCORPORATED 1918

THE NATIONAL ASSOCIATION OF PRINTERS' ROLLER MANUFACTURERS, INC.

E. L. TRAVERS, Director of Publicity **402 Pearl St., New York, N. Y.**

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 180)

	Address		Space Buyers
PASCHALL CO., *e*	Fidelity Trust Bldg	Philadelphia, Pa.	
PAWLEY COMPANY, INC.	11 N. Pearl St.	Albany, N. Y.	G. A. Pawley Wm. Morris
PEARSALL, W. MONTAGUE, *a-e*	19 Vesey St.	New York City	
PECK ADVERTISING AGENCY, INC., *a-e-f*	271 Madison Ave.	New York City *	Miss E. Stamler
	503 Atlantic Ave.	Brooklyn, N. Y.	
PEDLAR & RYAN, INC., *a*	250 Park Ave.	New York City	Edith Whitlock
PENINSULAR ADV. AGENCY, *e*	524 Tussing Bldg.	Lansing, Mich.	
PENMAN, ADVERTISING, HARRY G., *d*	2100 Fifth Ave.	Seattle, Wash.	Harry G. Penman
PETERSON & KEMPNER, INC.	421 Seventh Ave.	New York City	Henry Kempner
PHIBBS ADV. CO., HARRY C., *e*	28 E. Huron St.	Chicago, Ill.	
PHILADELPHIA NEWS BUREAU, INC.	1520 Sansom St.	Philadelphia, Pa.*	
	44 Broad St.	New York City	
	208 S. LaSalle St.	Chicago, Ill.	
	30 Kilby St.	Boston, Mass.	
	1422 F St., N. W.	Washington, D. C.	
	1726 Hunter-Dublin Bldg.	San Francisco, Cal.	
	924 Van Nuys Bldg.	Los Angeles, Cal.	
	528 Murphy Bldg.	Detroit, Mich.	
	Caxton Bldg.	Cleveland, Ohio	
PHILLIPS, HARRY D, *a*	12 East 41st St.	New York City	Harry D. Phillips
PIANISANI COMPANY	38 Park Place	New York City	
PICARD-SOHN, INC., *a-e-f*	551 Fifth Ave.	New York City	Richard A. Picard
PIERCE ADVERTISING AGENCY, *d-e*	18 Eighth St., S.	Fargo, N. D.	E. A. Green R. W. Keller
PIERCE, MATTHEW G, *a*	111 W. Monroe St.	Chicago, Ill.	
PIERRE, GEORGE H., *e*	1700 Walnut St.	Philadelphia, Pa.	
PIERSON ADVERTISING, ROMAINE	93 Nassau St.	New York City	
PITT COMPANY, STEDDIFORD, *f*	153 Court St.	New Haven, Conn.	
PITLUK ADVERTISING COMPANY, *a-b-e*	2200 Alamo National Bldg.	San Antonio, Texas	L. Merrion C. R. Cusick
PLATT-FORBES, INC., *a-e-f*	468 Fourth Ave.	New York City	William S. Walker
PORTER CORPORATION, *a-e-f*	80 Broad St.	Boston, Mass.*	R. F. Strauss
	6 E. 45th St.	New York City	
POTTS & CO., R. J., *a-e*	101 W. 11th St.	Kansas City, Mo.	R. J. Potts J. B. Woodbury D. B. Mindlin Murrel Crump James McQueeny
POTTS-TURNBULL ADV. CO., *a-e-h*	Dickey Bldg.	Kansas City, Mo.*	G. F. McGill
	75 E. Wacker Drive	Chicago, Ill.	B. G. Wasser
POWER CO., INC., EDWARD M., *a-e*	2537 Oliver Bldg.	Pittsburgh, Pa.	
POWERS-HOUSE COMPANY, *a-e-f*	522 Terminal Tower	Cleveland, Ohio	C. A. Marbach Gordon Rieley
POWERS CO., H. D	62 Calhoun St.	Battle Creek, Mich	H. D. Powers
POWERS COMPANY, JOHN O., *a-e-f-h*	220 East 42nd St.	New York City	Robert W. Powers
POWNING, INC., GEORGE G., *a-e*	278 Orange St.	New Haven, Conn.	
PRATT & FLOREA, INC., *d-e*	277 Broadway	New York City	
PRATT-MOORE ADV. CO., *e-f*	1926 Ford Bldg	Detroit, Mich.	
PRESBREY CO., FRANK, *a-e-f-h*	247 Park Ave.	New York City	W. A. Baker
	City Centre Bldg	Philadelphia, Pa.	E. H. Gebhard
	408 Malone Bldg	Pittsburgh, Pa.	
PRICE ADVERTISING AGENCY, *d*		Malden, Mass.	
PRICE, HENRY F., *d*	15 East 40th St.	New York City	Henry F. Price
PRITCHARD & THOMPSON ADV. *a-e*	1042 Canal Bank Bldg.	New Orleans, La.	
PROCTOR CO., INC., J. G	420 Lexington Ave.	New York City *	John G. Proctor
	Eagle Bldg.	Brooklyn, N. Y.	Merle S. Proctor John Muller
PROCTOR & COLLIER COMPANY, *a-e-f-h*	McMillan St. & Reading Road	Cincinnati, Ohio	R. G. Hext
PUERNER, DAVID M., *d*	709 N. Broadway	Milwaukee, Wis.	

Q

QUEEN, JOHN W., *a-e*	5 Park Square	Boston, Mass.	

R

RAMSEY COMPANY, L. W., *e*	430 Union Bank Bldg.	Davenport, Iowa *	W. A. Wilkinson
	230 N. Michigan Ave.	Chicago, Ill.	D. N. Larson
RANDALL COMPANY, FRED M., *a-e*	Book Bldg.	Detroit, Mich.	Charles E. Foerster
RANKIN, WM. H., CO., INC., *a-h*	Tribune Tower	Chicago, Ill.	
	342 Madison Ave.	New York City	
RANKIN CO., WM. H., *a-e-h*	435 N. Michigan Ave.	Chicago, Ill.*	
	342 Madison Ave.	New York City	
	507 New Montgomery St.	San Francisco, Cal.	
	Albee Bldg.	Washington, D. C.	
	Petroleum Securities Bldg.	Los Angeles, Cal.	
	12th & Jefferson Sts.	Portland, Oregon	
	32 Front St.	Toronto, Ont., Can.	
RATCLIFFE ADV. AGENCY, *a-b-e-f*	Magnolia Bldg.	Dallas, Texas	D. E. Phillips
RATHBUN-GRANT-HELLER COMPANY	738 W. Van Buren St.	Chicago, Ill.	Chas. D. Heller
REALSERVICE ADV. AGENCY, INC., *d*	15 East 40th St.	New York City	J. Elkins
REDFIELD-COUPE, INC., *a-e*	247 Park Ave.	New York City	A. Hollander
REEDER, INC., G. ALLEN	Graybar Bldg.	New York City	Harold Elterich Gilbert T. Reeder
REIMERS & WHITEHILL, INC., *a-e-f*	295 Madison Ave.	New York City	Richard Webster
REINCKE-ELLIS COMPANY, *a-e*	520 N. Michigan Ave.	Chicago, Ill.	Joseph F. Brown
REMINGTON, INC., WM. B., *a-e-f*	21 Besse Place	Springfield, Mass.	Wm. B. Remington Galen Snow James B. Williams Herbert F. King
REVER ADVERTISING CORP., *d-e*	55 West 42nd St.	New York City	Wm. J. Salva Miss Fay Permy
REYNOLDS, MILO C., *d*	P. O. Box 238	Burlington, Vt.	
REYNOLDS & STAFF, FRANK J	1100 Statler Office Bldg.	Boston, Mass.	
RICHARDSON, ALLEY & RICHARDS COMPANY, *a-e-f-h*	370 Lexington Ave.	New York City *	H. M. Billerbeck
	Statler Office Bldg	Boston, Mass.	
RICHARDSON-PLANT, INC., *a-e-f*	216 Superior Ave., N. E.	Cleveland, Ohio	W. E. Richardson L. A. Yokey
RICKARD ADV. AGENCY, INC	Trenton Trust Bldg	Trenton, N. J	G. A. Rickard M. E. Rickard
RICKARD & CO., INC., *a-f*	420 Lexington Ave.	New York City	
RIDDERHOF, CORNELL, *f*	303 W. 42nd St.	New York City	
RIDGWAY COMPANY, ADVERTISERS, THE	1901 Locust St.	St. Louis, Mo.	M. E. Tobias W. R. Sprague
RIESELBACH, ALLEN, *a*	739 N. Second St.	Milwaukee, Wisc.	
RING, JR., ADV. CO., JOHN, *a-e-f-h*	211 N. 7th St.	St. Louis, Mo.	Walter W. Zahrndt
RITTER CO., INC., PHILIP, *a-e-h*	25 W. 54th St.	New York City	M. F. Gordon
ROBERTS & MacAVINCHE, *a-e*	30 N. Dearborn St.	Chicago, Ill.	F. Beard
ROBBINS, INC., FRED A., *a-e-h*	360 N. Michigan Ave.	Chicago, Ill.	V. M. Volino
ROBBINS & PEARSON CO., *d-e-f*	390 E. Broad St.	Columbus, Ohio	H. J. Nichols
ROBERTS COMPANY, JOSEPH D., *d*	1118 Northern Life Tower	Seattle, Wash.	
ROBERTSON ADVERTISING, *d-e*	528 U. S. National Bank Bldg.	Denver, Colo	M. G. Robertson
ROBINSON, JR., ELWOOD J	725 Security Bldg.	Los Angeles, Cal.	Darwin H. Clark
ROBINSON-ESCHNER ADV. CO., *f*	Commerce Bldg.	Erie, Pa.	
ROCHE ADV. COMPANY, *a-e*	310 S. Michigan Ave.	Chicago, Ill.	F. H. Hakewill
	1751 Broadway	New York City	
RODEN-CLEMENTS COMPANY, *a*	Lewis Tower	Philadelphia, Pa.	
ROGERS, ADVERTISING, E. C., *d*	Mercantile Bldg.	Rochester, N. Y.	St. Clair Rogers
ROGERS-GANO ADV. AGENCY, *a-e*	1006 Bankers Mortgage Bldg.	Houston, Texas	
ROGERS-GANO ADVERTISING AGENCY, INCORPORATED OF ILL., *a-f*	Exchange Nat'l Bank Bldg.	Tulsa, Okla.	R. C. Gano
	Lake Michigan Bldg.	Chicago, Ill.	T. C. Allen Willard Egolf Roy H. Gannon J. Burr Gibbons
ROSE-MARTIN, INC., *a-e-f*	21 West 46th St.	New York City	
ROGERS & SMITH, *a-e-f*	20 N. Wacker Drive	Chicago, Ill.	Walter E. Smith Howard N. Smith
ROONEY COMPANY, ALFRED, *d*	7 Water St.	Boston, Mass.*	George A. Curley
	250 Park Ave.	New York City	
ROOT ADVERTISING AGENCY	440 S. Dearborn St.	Chicago, Ill.	Perrin B. Root
ROSE, COMPANY, EDWARD WM., *d*	360 N. Michigan Ave.	Chicago, Ill.	H. L. Thomsen
ROSEN ADV. AGENCY, SAMUEL J	860 Longwood Ave.	Bronx, N. Y.	Samuel J. Rosen
ROSENBERG CO., INC., ARTHUR, *a-e*	570 Seventh Ave.	New York City	
ROSENBERG CO., IRWIN L., *e*	64 E. Lake St.	Chicago, Ill.	
ROSS ADV., INC., *a-e*	Standard Bldg.	Fort Wayne, Ind.	
ROSS-GOULD COMPANY, *a-e*	Tenth & Olive Sts.	St. Louis, Mo.	Harry Meyer Ira S. Wittelshofer
ROWLAND ADV. COMPANY, INC., *d-e*	155 E. 44th St.	New York City	Catherine E. McHugh
RUFF, JR., ADV. SERVICE, WILLIAM A., *d*	4 West 7th St.	Cincinnati, Ohio	Robert V. Ruff
RUSSELL INC., ADV. AGENCY, ROBERT C., *d*	163 Plymouth Ave.	Schenectady, N. Y.	R. C. Russell
RUTH ADVERTISING AGENCY	1329 Third Ave.	New York City	Clyde E. Murray
RUTHRAUFF & RYAN, INC., *a-e-h*	132 W. 31st St.	New York City *	W. H. Pember
	360 N. Michigan Ave.	Chicago, Ill.	L. M. Malitz
	Arcade Bldg.	St. Louis, Mo.	F. G. Stein
RYAN, INC., LEWIS EDWIN, *d*	801 Hill Bldg.	Washington, D. C.	Frank A. Richardson J. Robt. Corry Preston B. Coiner
RYDER & INGRAM, LTD., *d-e*	337 17th St.	Oakland, Cal.	Robert L. Ingram
	Financial Center Bldg.	San Francisco, Cal.	

S

ST. CLAIR, CO., WM. G., *a*	Real Estate Trust Bldg.	Philadelphia, Pa.	
SACKS COMPANY, INC., *d*	205 E. 42nd St.	New York City	C. O. Sacks
SADLER, CO., E. T., *a-e-f*	435 N. Michigan Ave.	Chicago, Ill.	
SANDLASS, L. A., *a-e*	217 W. Saratoga St.	Baltimore, Md.	
SANDMEYER & COMPANY, R. E., *e-f*	1643 Merchandise Mart	Chicago, Ill.	
SANDO ADV. COMPANY, *d-e-f*	960 N. Meridian St.	Indianapolis, Ind.	Vriant Sando R. C. Hester
SARGENT, PORTER, *a*	11 Beacon St.	Boston, Mass.	Wayne E. Davis Elisabeth Mann Dorothy Harriman Elvira Tumshais
SAYRE INC., R. H., *e*	626 Farmers Bank Bldg.	Pittsburgh, Pa.	
SAYRE COMPANY, R. W., *e*	400 N. Michigan Ave.	Chicago, Ill.	
SCHECK ADVERTISING AGENCY, INC., *a-e*	9 Clinton St.	Newark, N. J.	Morris Scheck
	110 W. 40th St.	New York City	Julius Scheck F. M. Craumer
SCHIELE ADV. CO., SEYMOUR, *e*	705 Olive St.	St. Louis, Mo.	
SCHIMPFF-MILLER CO., *e*	919 Commercial Nat'l Bank Bldg.	Peoria, Ill.	
SCHIRMER COMPANY, R. A., *d*	24 E. Sixth St.	Cincinnati, O.	R. A. Schirmer
SCHLUSSEL ADVERTISING	1270 Broadway	New York City	M. J. Schlussel
SCHOLTS ADVERTISING SERVICE, *d*	1008 West 6th St.	Los Angeles, Cal.	
SCHWAB & BEATTY, INC., *a-e-h*	386 Fourth Ave.	New York City	R. W. Beatty H. N. Abrams
SCHWEIM COMPANY, CHARLES, *d*	6560 Cass Ave.	Detroit, Mich.	Charles Schweim
SCHWEIZER-STEITZ CO., *e*	520 N. Michigan Ave.	Chicago, Ill.	
SCOTT'S AGENCY, INC., *e*	43 Tremont St.	Boston, Mass.	
SCOVIL BROS., & CO., *a*	Evening Post Bldg.	New York City	W. H. Miller
	289 Congress St.	Boston, Mass.	Gordon T. Scovil
SEAVER, BRINKMAN & GERSTENBERGER, INC., *e-f*	303 Chester-Twelfth Bldg	Cleveland, Ohio	
SEDGWICK CO., EDW. L., *e*	711 Lehmann Bldg.	Peoria, Ill.	
SEEDS, CO., INC., RUSSEL M., *a-e-f*	Lemcke Bldg.	Indianapolis, Ind.	
SEGAR, ROSCOE W., *d*	Trust Bldg.	Rockford, Ill.	Roscoe W. Segar
	465 E. 48th St., No.	Portland, Ore.	
SEHL ADVERTISING AGENCY, *a-e*	360 N. Michigan Ave.	Chicago, Ill.	
SEIDENBAUM ADV. AGENCY, WILLIAM G., *d*	10 East 40th St.	New York City	William Seidenbaum Harold Harris
SELF, INC., EDWIN B.	1 LaSalle St. Bldg.	Chicago, Ill.	Aubrey H. Self
SENSENIG, PETER A., *d*	89 West Milton Ave.	Rahway, N. J.	Peter A. Sensenig
SEVERANCE, INC., MALCOLM	Asbury Park Nat. Bank & Trust Co. Bldg.	Asbury Park, N. J.*	Malcolm Severance
	36 W. 44th St.	New York City	Rudolf Schweighofer
SHAFFER BRENNAN ADV. CO., *a-e*	1103 Bell Telephone Bldg.	St. Louis, Mo.	T. D. Shaffer J. L. Corless Sam B. Margulis
SHAFFER, J. ALBERT *A*	500 Evening Star Bldg.	Washington, D. C.	
SHANKWEILER-MICKLEY, INC., *f*	813 Hamilton St.	Allentown, Pa.	
SHARPE & CO., INC., W. W., *a-e*	240 Broadway	New York City	
SHEETS, J. WM., *a-e*	Central Bldg.	Seattle, Wash.	
SHEPARD, K. E., *e*	360 N. Michigan Ave.	Chicago, Ill.	
SHERIDAN, SHAWHAN & SHERIDAN, INC., *e*	366 Madison Ave.	New York City	
SHERMAN CO., INC., GEORGE C., *a-e-h*	183 Madison Ave.	New York City	Joseph Burland
SHIELDS & VANDEN, INC., *e-f*	121 W. Wacker Drive	Chicago, Ill.	P. Littlewood
SHUMAN-HAWS ADV. CO., INC., *a-e*	820 N. Michigan Ave.	Chicago, Ill.	
	Cor. Ottowa & Lyons Sts.	Grand Rapids, Mich.	
	Security Bldg.	Davenport, Iowa	
SHUMWAY CO., FRANKLIN P., *a-e-f-h*	453 Washington St.	Boston, Mass.	Walter K. Munroe
SIDENER VAN RIPER & KEELING, INC., *a-e-f-h*	Circle Tower	Indianapolis, Ind.	Don H. Collins
SIECK, INC., LTD., CHARLES H., *d-e*	Pico & Grenshaw Blvds.	Los Angeles, Cal.	
SIESEL AGENCY, HAROLD J., *d*	366 Madison Ave.	New York City	Harold J. Siesel
SILBERSTEIN, INC., ALFRED J., *a*	12 East 44th St.	New York City	Theodore Rosenwald Jr.
SILVER & DOUCE COMPANY, INC., *b-e-f*	621 First Natl. Bank Bldg.	Birmingham, Ala.	Ralph R. Silver Harry J. Douce
SIMMONS & SIMMONDS, INC., *a-e*	422 S. Dearborn St.	Chicago, Ill.	
SIMONS, HARRY C., *d*	21 Curren Arcade	Norristown, Pa.	Harry C. Simons
SIMPERS COMPANY, *d-e-h*	Lewis Tower	Philadelphia, Pa.	F. Dart
SIMPSON ADV. SERVICE CO., INC., *a-e*	915 Olive St.	St. Louis, Mo.	
SITGREAVES ADVERTISING	1323 Clifton N. W.	Washington, D. C.	Mary G. Jewby
SKINNER ADV. AGENCY, JAY H.	Sterling Bldg.	Houston, Tex.	Paul T. Putnam Jay H. Skinner
SLACK, WALTER, *d*	Drexel Bldg.	Philadelphia, Pa.	Walter Slack
SLOAN, ADVERTISING, CHARLES M., *e-f*	8 S. Michigan Ave.	Chicago, Ill.	Charles M. Sloan
SMALL, FRED GLEN, *f*	200 West 34th St.	New York City	
SMALL, KLEPPNER & SEIFFER, INC., *a*	469 Fifth Ave.	New York City	
SMITH ADVERTISING CO., ALLEN C., *a-e*	Carbide & Carbon Bldg.	Kansas City, Mo.	Allen C. Smith E. Blanke H. Kellar
SMITH, ADVERTISING AGENCY, C. BREWER, *a-e*	27 School St.	Boston, Mass.	Miss M. V. Cresser
SMITH & DRUM, INC., *a-e-f*	739 S. Hope St.	Los Angeles, Cal.	T. V. Smith
SMITH-PATTERSON-ALLEN, INC., *e-f*	55 Allyn St.	West Hartford, Conn.	Helen E. Callan
SMITH, SCHREINER & SMITH, INC., *e-f*	1098 Union Trust Bldg.	Pittsburgh, Pa.	E. Blichfeldt
SMITH, STURGIS & MOORE, INC., *a-e-h*	140 Federal St.	Boston, Mass.	T. A. Byrne
	Premier House, Southampton Row, W. C., 1.	London, England.	
SNOW, WALTER B. AND STAFF, INC., *a-e-f-h*	Statler Bldg.	Boston, Mass.	
SOHN, CHARLES H., *d*	3308 Bayonne Ave.	Baltimore, Md.	
SOMMER ADVERTISEMENT AGENCY, F. N., *a-e*	810 Broad St.	Newark, N. J.	Emil J. Hensler
SOULE, FEELEY & RICHMOND, INC., *a-e-f*	Syracuse Bldg.	Syracuse, N. Y.*	Gustin O. Gooding
	Chrysler Bldg.	New York City	
SOUTHEASTERN ADVERTISING AGENCY, INC., *a-b-e-f*	Washington & College Sts.	High Point, N. C.*	H. C. Bennett
	Lynch Bldg.	Jacksonville, Fla.	N. T. Praigg J. L. Williams
SOUTHWICK COMPANY, *a-f*	420 Lexington Ave.	New York City	K. S. Kirkland
SPARROW ADVERTISING AGENCY, INC., *a-b-e*	700 Farley Bldg.	Birmingham, Ala.	Paoli A. Smith J. D. Dukes E. L. Sykes

(*Continued on page* 184)

(For Explanation of Key Letters See Page 170)

THE EYES OF THE WORLD

Turn Daily to the Printed Page for News

MEMBERS

American Printers' Roller Co.
Chicago, Ill.
Bingham Brothers Co.
New York, N. Y.
Philadelphia, Pa.
Baltimore, Md.
Rochester, N. Y.
Sam'l Bingham's Son Mfg. Co.
Chicago, Ill.
Cleveland, Ohio
Des Moines, Iowa
Kalamazoo, Mich.
Nashville, Tenn.
Atlanta, Ga.
Detroit, Mich.
Kansas City, Mo.
Pittsburgh, Pa.
Dallas, Texas
Indianapolis, Ind.
Minneapolis, Minn.
St. Louis, Mo.
Springfield, Ohio
Cincinnati, Ohio
California Ink Co.
San Francisco, Calif.
Chicago Roller Co.
Chicago, Ill.
Dry Climate Ink & Roller Co.
Denver, Colo.
Globe Printers' Roller Co.
Boston, Mass.
Godfrey Roller Co.
Philadelphia, Pa.
Harrigan Roller Co.
Baltimore, Md.
W. F. Isley & Co.
Greensboro, N. C.
Milwaukee Printers' Roller Co.
Milwaukee, Wisc.
National Roller Co.
New York, N. Y.
J. B. Osgood Co.
Boston, Mass.
Frank A. Reppenhagen
Buffalo, N. Y.
J. S. Robertson
Montreal, Quebec, Can.
Sinclair & Valentine Co. of Canada, Ltd.
Toronto, Canada.
Wild & Stevens, Inc.
Boston, Mass.
Wortman Roller Co.
Cincinnati, Ohio.

It must be current in all parts of the World at the same time. In the pressrooms men are working at top speed with presses turning out newspapers at from thirty to sixty thousand per hour. The modern newspaper press with its steel plate cylinders and impression cylinders so finely made as to be capable of adjustment to a thousandth of an inch, gives precision of impression and perfection of printing.

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N.A.P.R.M.

INCORPORATED 1918

THE NATIONAL ASSOCIATION OF PRINTERS' ROLLER MANUFACTURERS, INC.

E. L. TRAVERS, Director of Publicity **402 Pearl St., New York, N. Y.**

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 182)

	Address		Space Buyers
SPEARE, J. W.	42 East Ave.	Rochester, N. Y.	
SPIER, INC., FRANKLIN, *d*	545 Fifth Ave.	New York City	Franklin Spier Arnold Johnson
SPINNING, INC., ROLFE C., *a-e-f*	5057 Woodward Ave.	Detroit, Mich.	Rolf C. Spinning Wm. C. Dudgeon
SPOOR CO., INC., RUSSELL H., *e-f*	Heckert-Kamps Bldg.	Appleton, Wis.	C. E. Walters
STACK-GOBLE ADVERTISING AGENCY, *a-e*	8 S. Michigan Ave.	Chicago, Ill.	H. L. Hulsebus
SPAFFORD CO., INC., *e*	10 Arlington St.	Boston, Mass.	
STANDARD ADVERTISING AGENCY	606 Granite Bldg.	St. Louis, Mo.	Ira M. R. Sheets
STANDISH ADVERTISING AGENCY, *a-e*	Union Trust Bldg.	Providence, R. I.	
STANFORD ADVERTISING AGENCY, CALVIN, *b-e-f*	502 Connelly Bldg.	Atlanta, Ga.	
STAPLES & STAPLES, INC., *a-e-h*	10 S. 10th St.	Richmond, Va.	
STARCH & STAFF, DANIEL, *a-e-h*	1374 Massachusetts Ave.	Cambridge, Mass.*	Gilbert Goold
	420 Lexington Ave.	New York City	
STARK ADVERTISING AGENCY, INC.	633 Fifth St.	Louisville, Ky.	H. B. Stark
STEDFELD CO., H. L., *d*	General Motors Bldg.	New York City	
ST. GERMAIN ADV. AGENCY, FRED, *d*	314 Onondaga Co. Bk. Bg.	Syracuse, N. Y.	Fred St. Germain M. St. Germain
STELLE-WESSINGER-FOLTZ, INC., *d-e-f*	26 W. Orange St.	Lancaster, Pa.	E. H. Jones B. W. Stelle F. S. Foltz
STELLINGS CO., E. G., *e*	N. C. Bank Bldg.	Wilmington, N. C.	
STEPHENS & MARSH	35 E. Wacker Drive	Chicago, Ill.	Henry Jay Stephens
STERLING ADV. AGENCY, *e*	700 S. Council St.	Muncie, Ind.	
STERNAU, ARTHUR R., *a*	1003 Bailey Bldg.	Philadelphia, Pa.	
STERNFIELD-GODLEY, INC., *d-e*	280 Broadway	New York City	Philip Scheft
STEUERMAN SERVICE, *a*	15 East 26th St.	New York City	N. Fain
STEVENS ADV. AGENCY, FRED D., *d*	65-66 Martin Bldg.	Utica, N. Y.	F. D. Stevens
STEVENS AGENCY, HERMON W., *a-e*	244 Washington St.	Boston, Mass.	H. W. Stevens
STEVENS CO., JEWELL F., *e*	19 S. LaSalle St.	Chicago, Ill.	
STEVENS, PALMER & STEVENS, INC., *d-e-f*	Assn. of Commerce Bldg.	Grand Rapids, Mich.	
STEVENS & WALLIS, INC., *e*	45 West on South Temple.	Salt Lake City, Utah	
	1111 First Nat. Bk. Bldg.	Ogden, Utah	
STEWART-DAVIS ADV. AGENCY, *a-e-h*	400 N. Michigan Ave.	Chicago, Ill.*	
	122 E. 42nd St.	New York City	
STEWART-JORDAN CO., INC., *a*	Franklin Trust Bldg.	Philadelphia, Pa.	George B. Snyder Hermann J. Bub
STEWART-TAYLOR COMPANY, *d*	322 W. Michigan St.	Duluth, Minn.	
STOCKFORD CO., C. C., *e*	136 Huron St.	Toledo, Ohio	
STOCKMAN ADV. AGENCY, A. M., *a-e-f*	20 Vesey St.	New York City	L. A. Stockman
STOREY-BELLACK CO., INC., *e*	1111 Front St.	Wausau, Wis.	Daniel H. Storey
STORM CO., INC., CHARLES M., *a*	270 Madison Ave.	New York City	Edward Klein
STORM & SONS, INC., JULES P., *a*	420 Lexington Ave.	New York City	
STRAIN, INC., J. IRVIN, *d-e*	Eutaw & Biddle Sts.	Baltimore, Md.	J. Irvin Strain
STRANG & PROSSER ADV. AGCY., *a-e-h*	Smith Tower	Seattle, Wash.	
STREET & FINNEY, INC., *a-e*	71 W. 35th St.	New York City*	John F. Mayer
	316 Statler Bldg.	Boston, Mass.	Foxhall Finney
SUEDHOFF & COMPANY, INC., *c-d*	920 Citizens Trust Bldg.	Fort Wayne, Ind.	D. W. Long Karl Schoenfeld
SUGDEN ADVERTISING CO., J. L., *a-e*	307 N. Michigan Ave.	Chicago, Ill.	Erle K. Baker
SUMNER CO., INC., G. LYNN, *d-e-f-h*	285 Madison Ave.	New York City	C. L. Youmans
SUN ADVERTISING COMPANY, *e-f*	2325 Madison Ave.	Toledo, Ohio	Richard C. Carr
SWEENEY & JAMES CO., INC., *a-e*	1501 Euclid Ave.	Cleveland, Ohio	
SWENSON CO., HILMER V., *e*	1801 Byron St.	Chicago, Ill.	
SWISHER ADVERTISING SERVICE, *a*	Mears Bldg.	Scranton, Pa.	S. F. Williams
SYSTEM ADV. SERVICE, INC.	55 W. 42nd St.	New York City	L. C. Mason
SYVERSON-KELLEY, INC., *a-e*	608 Mohawk Bldg.	Spokane, Wash.	A. H. Syverson Harvey A. Brassard

T

TAYLOR CO., INC., M. C., *a-e*	Business Men's Assurance Bldg.	Kansas City, Mo.	
TEAS INCORPORATED, PAUL, *a-e-f*	735 Guardian Bldg.	Cleveland, Ohio	J. C. Patterson
TEBAULT, INC., ADV., TERRY, *d*	Bedell Bldg.	Portland, Ore.	C. W. Terry Tebault
THIELECKE, ADVERTISING AGENCY	Parkview Bldg.	Colorado Springs, Colo.	Henry E. Thielecke
THOMAS ADVERTISING AGENCY, *d-e*	Trust Bldg.	Wausau, Wis.	Kincaid Thomas
THOMAS, RUPERT, *f*	551 Fifth Ave.	New York City	
THOMPSON CO., J. WALTER, **-f-h*	420 Lexington Ave.	New York City*	
	410 N. Michigan Ave.	Chicago, Ill.	
	80 Boylston St.	Boston, Mass.	
	Chamber of Com'ce Bldg.	Cincinnati, Ohio	
	Shell Bldg.	San Francisco, Cal.	
	Petroleum Securities Bldg.	Los Angeles, Cal.	
	812 Olive St.	St. Louis, Mo.	
	Dominion Sq. Bldg.	Montreal, P. Q.	
	Canada Permanent Bldg.	Toronto, Ont.	
	Bush House	London, W. C. 2, Eng.	
THOMPSON-KOCH CO., *e*	32 West 6th St.	Cincinnati, Ohio	
THOMPSON SERVICE	818 Oak St.	Cincinnati, Ohio	
THOMPSON ADV. AGCY. CO., T. S.	737 Thatcher Bldg.	Pueblo, Colo.	T. S. Thompson
THORNDIKE & MAGNUSON, *d-f*	Industrial Trust Bldg.	Providence, R. I.	R. Thorndike H. E. Magnuson
THWING, INC., WALTER E., *a-e*	192 Lexington Ave.	New York City	Walter E. Thwing Russell L. Scriven
TOMASCHKE-ELLIOTT, INC., *d*	1624 Franklin St.	Oakland, Cal.	Wallace F. Elliott
TOMOWSKE ADVERTISING AGCY., *a-e*	616 Chronicle Bldg.	Spokane, Wash.	Ernest Tomowske
TOUZALIN AGENCY, CHARLES H., *a-e*	7 S. Dearborn St.	Chicago, Ill.	O. T. Anderson
TOWELL, INC., ARTHUR, *a-e*	504 Beaver Bldg.	Madison, Wis.	Owen Lyons
TOWER COMPANY, *d*	1440 Broadway	New York City	Stanley Holzman Myron E. Kronheim Harry K. Lowe
TRACEY-LOCKE-DAWSON, INC., *a-b-e-f-h*	Majestic Bldg.	Dallas, Tex.	
	615 Nat'l Standard Bldg.	Houston, Tex.	
TRACY-PARRY CO., INC., *a-e-h*	816 Ledger Bldg.	Philadelphia, Pa.	James C. Gibson
TRACY, INC., W. I., *d-e*	420 Lexington Ave.	New York City	Wm. Irwin Tracy Frank S. Kent J. Clement Boyd F. Winfred Hobbs
TRADES ADV. AGENCY, *a-e-h*	180 Madison Ave.	New York City	
TRAPP ADV. AGENCY, C. H., *a*	Paul Brown Bldg.	St. Louis, Mo.	
TRINITY ADVERTISING CORP.	120 Broadway	New York City	
TRUMP, ADVERTISING, W. H., *d*	2021 Land Title Bldg.	Philadelphia, Pa.	W. H. Trump
TRYON, GEORGE W., *d*	551 Fifth Ave.	New York City	
TUCKER'S ADV. AGENCY, FREDERICK E. S.	27 S. Jefferson Ave.	Battle Creek, Mich.	Frederick E. S. Tucker
TUTHILL ADV. AGCY., INC., *a-e-f*	1133 Broadway	New York City	R. I. Coley
TWEED COMPANY, R. E., *e*	1701 Walnut St.	Philadelphia, Pa.	Laurence Davis H. G. Sommers
TYNION, ADVERTISING, DAVID A., *e*	713 S. A. & K. Bldg.	Syracuse, N. Y.	R. S. Valentine
TYSON & CO., INC., O. S., *c-f-h*	230 Park Ave.	New York City*	
	State Tower Bldg.	Syracuse, N. Y.	

U

ULLMAN, ADV., ROLAND G. E., *d-f*	246 S. 15th St.	Philadelphia, Pa.	Mrs. A. A. Schenck H. M. Buckman
UNITED ADV. AGENCY, INC., *a-e-h*	8 West 40th	New York City*	Jerome van Wiseman
	Lefcourt-Newark Bldg.	Newark, N. J.	
	44 Smith St.	Paterson, N. J.	
	833 State St.	New Haven, Conn.	
UNITED SERVICE ADVERTISING, *e*	972 Broad St.	Newark, N. J.	
UNITED STATES ADV. CORP., *a-e-f*	Home Bank Bldg.	Toledo, Ohio*	M. H. Pierce, Toledo
	250 W. 57th St.	New York City	C. Wohlpart, N. Y.
URDANG, HARRY, *e*	1133 Broadway	New York City	
URMY, LOUIS V., *a-e*	41 Park Row	New York City	

V

	Address		Space Buyers
VAN ALLEN CO., *e*	7 S. Dearborn St.	Chicago, Ill.	
VAN AUKEN-RAGLAND, INC., *d-e-f*	400 W. Madison St.	Chicago, Ill.	Kenneth L. Van Auken Chester A. Ragland Leo J. Reynolds M. G. Wadsworth
VAN HAAGEN ADV. AGCY., JOHN C., *a*	North American Bldg.	Philadelphia, Pa.	
VAN SANT, DUGDALE & CORNER, INC., *a-e-f-h*	205 Court Square Bldg.	Baltimore, Md.*	Harry E. Corner
	Syracuse Bldg.	Syracuse, N. Y.	
VAN TINE, RUSSELL H.	Drexel Bldg.	Philadelphia, Pa.	R. H. Van Tine J. Devos Miss Ida Breslau Miss Jeane Thomas
VARS, INC., ADDISON, *a-e-f*	Vars Bldg.	Buffalo, N. Y.*	C. A. Down, Buffalo
	Hiram Sibley Bldg.	Rochester, N. Y.	Ben Butler, Roch'ter
VAUGHAN, ADV., BURTON E., *a-e*	Pyramid Life Bldg.	Little Rock, Ark.	Burton E. Vaughan Alvin L. Kline
VENABLE-BROWN COMPANY, *a-e-f*	514 Citizens Bldg.	Cincinnati, Ohio	Bruce W. Brown Bryant Venable
VINCENT & VINCENT ADV. AGENCY, *a*	421 Artisans Bldg.	Portland, Ore.	
VOLKMANN ADV. AGENCY, *e*	25 W. 54th St.	New York City	C. V. O'Donnell
VON GLAHN & CO., D.	2906 Woolworth Bldg.	New York City	D. Von Glahn
VOORHEES & COMPANY	116 Nassau St.	New York City	J. S. Voorhees H. R. Voorhees
VREDENBURGH-KENNEDY CO., INC., *a-e*	171 Madison Ave.	New York City	Mewburn G. Duncan Miss Mae Maher

W

WADE ADVERTISING AGENCY, *a-e*	208 W. Washington St.	Chicago, Ill.	Edw. N. Nelson
WADSWORTH & WALKER, INC., *a*	122 E. 42nd St.	New York City	Ralph K. Wadsworth Robert M. S. Walker
WAGENSEIL ADV. AGENCY, HUGO	Reibold Bldg.	Dayton, Ohio	W. S. Staggs H. Wagenseil
WALD ADVERTISING AGENCY, S., *a*	100 W. 42nd St.	New York City	Wm. W. Ayre
WALDRON ADV. AGENCY, L. H., *a-e*	19 W. 44th St.	New York City	Miss T. Jane Stimsons New York
	Monadnock Bldg.	San Francisco, Cal.	Winthrop Martin, San Francisco
WALES ADV. CO., INC., *a-e-f-h*	230 Park Ave.	New York City	T. M. Kols M. Benson
WALKER ADVERTISING AGENCY, *a-e*	Russ Bldg.	San Francisco, Cal.	
WALKER & DOWNING, *a-f*	Oliver Bldg.	Pittsburgh, Pa.	
WALKER, COMPANY, W. E., *e*	111 King St.	Madison, Wis.	
WALTON ADV. & PRINTING CO., *d-e*	88 Broad St.	Boston, Mass.*	Perry Walton, Boston
	122 East 42nd St.	New York City	
WANK & WANK, *d-e*	580 Market St.	San Francisco, Cal.	M. E. Wank F. J. Wank
WARMAN & HALL, INC., *d-e*	433 Jackson Bldg.	Buffalo, N. Y.	Robert B. Warman Melvin F. Hall
WARNER-CLIFTON, *d*	369 Pine St.	San Francisco, Cal.	W. S. Warner
WARSHAK-WARREN ASSOCIATES, *d*	386 Fourth Ave.	New York City*	A. S. Warshak
	166 Rue St. Honore	Paris, France	Lionel Berman
WASSON ADVERTISING CO., I. B., *a-e*	Manufrs. Exchange Bldg.	Kansas City, Mo.	I. B. Wasson Ines Bowen
WATERBURY, HERBERT	195 Madison Ave.	Memphis, Tenn.	
WATERS & McLEOD, *d-e*	1206 Maple Ave.	Los Angeles, Cal.	J. A. C. Waters
WATSON ADV. AGENCY, *d-e*	520 N. Michigan Ave.	Chicago, Ill.	Fredric Wellmann
WATTS ADVERTISING, INC., DON, *d*	World Bldg.	Tulsa, Okla.	Oscar E. Payne
WAYNESBORO ADV. AGENCY	Trust Company Bldg.	Waynesboro, Pa.	J. A. Knupp
WEBB, ADVERTISING, D. STUART, *d*	306 N. Gay St.	Baltimore, Md.	
WEBB ADV. CO., FRANK D., *a*	4 No. Howard St.	Baltimore, Md.	A. J. Coleman
	10 W. Read St. (After April 1)		Marie Pfeiffer
WEBB ADV. AGENCY, HENRY	W. B. Bldg.	Dayton, Ohio	Henry Webb
WEINGARTEN ADV. AGENCY, M., *e-f*	45 W. 34th St.	New York City	
WELD AGENCY, WILLIS A., *e*	205 Western Ave.	Davenport, Iowa	
WELLS ADV. AGENCY, INC., *a-e-f-h*	216 Tremont St.	Boston, Mass.	Wilfred B. Wells John S. Wilson
WENDT ADVERTISING AGENCY	Spitzer Bldg.	Toledo, Ohio	Harold F. Wendt
WERTHEIM, J. L., *a*	58 E. First St.	New York City	
WERTHEIMER CO., ADV., INC., L. D., *a-d*	250 Park Ave.	New York City	Miss A. Ullman
WESLEY ASSOCIATES, *a-f*	225 W. 34th St.	New York City	Stanley J. Fairweather
WESTERN ADV. AGENCY, *e-h*	35 E. Wacker Drive	Chicago, Ill.*	T. J. Bookaw
	214 5th St.	Racine, Wis.	
WESTON-BARNETT, INC., *a-e*	Arts & Crafts Bldg.	Waterloo, Iowa*	
	534 Wrigley Bldg.	Chicago, Ill.	
	2932 Colfax Ave., S.	Minneapolis, Minn.	
WETHERALD ADV. AGCY., JAMES T., *e*	80 Federal St.	Boston, Mass.	
WHIDDEN ADV. AGENCY, GUY C., *e*	1321 Arch St.	Philadelphia, Pa.	
WHIPPLE & BLACK, INC., *e*	1016 Fox Theatre Bldg.	Detroit, Mich.	
WHITE ADVERTISING AGENCY, *d-e*	30 Michigan St. N. W.	Grand Rapids, Mich.	Georgia E. White Dorothy Hart Carl Clum
WHITE CO., FRANK B., *e*	105 W. Monroe St.	Chicago, Ill.	
WHITE COMPANY, HARM, *e-f*	508 Keith Bldg.	Cleveland, Ohio	
WHITTEN, INC., EDMUND S., *f*	216 Tremont St.	Boston, Mass.	
WIERENGO & STAFF, INC. JOHN L., *e-f*	610 Building & Loan Bldg.	Grand Rapids, Mich.	
WIGHTMAN, LUCIUS, *f*	309 State St.	New London, Conn.	
WILLIAMS & CO., JOHN D., *d*	7 Water St.	Boston, Mass.	John D. Williams
WILLIAMS, INC., OTIS CARL, *d*	201 Commercial St.	Worcester, Mass.	O. C. William H. Gustafson
WILLIAMS & CUNNYNGHAM, INC., *a-e*	6 N. Michigan Ave.	Chicago, Ill.*	B. F. Abeling
	716 Gas-Electric Bldg.	Rockford, Ill.	S. R. Palmer
	1500 Chestnut St.	Philadelphia, Pa.	
WILLIAMS & SAYLOR, INC., *a-e-f*	385 Madison Ave.	New York City	I. Randall
WILLIS CORPORATION, P. P., *a*	105 W. Adams St.	Chicago, Ill.	C. M. Faben
WILSON & BRISTOL, INC., *a-e-f*	285 Madison Ave.	New York City	Mildred Latimer
WILSON CO., INC., *e*	744 N. Fourth St.	Milwaukee, Wis.	
WILSON, INC., EDWIN BIRD, *a-e-h*	120 Wall St.	New York City	C. T. Sweeny
	208 S. LaSalle St.	Chicago, Ill.	
WILSON, L. KEMPER, *e*	617 N. 2nd St.	Milwaukee, Wis.	
WIMBERLY-HUBBARD ADV. AGCY., *a-b-e*	207 Capps Bldg.	Fort Worth, Tex.	J. H. Wimberly C. C. Johnson
WINNINGHAM, INC., C. C., *a-e*	General Motors Bldg.	Detroit, Mich.	
WINSETT-DeMOYE ADV. AGENCY, *b*	914 Republic Bank Bldg.	Dallas, Tex.	R. J. DeMoye
WINTER ADV. AGENCY, N. A., *d-e*	805 Register & Tribune Bldg.	Des Moines, Iowa	N. A. Winter
WINTHROP & COMPANY, INC.	542 Fifth Ave.	New York City	Theodore C. Holmes
WITTE & BURDEN, *f*	100 W. Kirby Ave.	Detroit, Mich.	W. W. Burden P. F. Witte
WOLCOTT & HOLCOMB, INC., *a-f*	80 Federal St.	Boston, Mass.	Clifton H. Day
WOOD, PUTNAM & WOOD, CO., *a-e*	182 Tremont St.	Boston, Mass.	A. H. Wood, Jr. R. E. Dudley D. A. Besse
WOODMAN-STEWART CO., *e*	111 N. Canal St.	Chicago, Ill.	
WORTMAN, BROWN & CO., INC., *d*	First Natl. Bank Bldg.	Utica, N.Y.	
	1450 So. State St.	Syracuse, N. Y.	
	424 Graybar Bldg.	New York City	
WOOLEY, INC., CLOYD F., *a-e*	Steel Bldg.	Denver, Colo.	Mark L. Mulligan
WORLD WIDE ADV. CORP., *a-e*	11 West 42nd St.	New York City	Ellis J. Finch
WORLDS PLAYGROUND ADV. SERV., INC.	Boardwalk & St. Charles Place	Atlantic City, N. J.	G. Leimbach
WRIGHT, GEORGE WILFRED, *d-e*	40 Clinton St.	Newark, N. J.	George Wilfred Wright
WRIGHT CO., W. L., *e*	82 St. Paul St.	Rochester, N. Y.	
WURTS ADV. AGENCY, HAROLD C., *d*	288 Chronicle Bldg.	San Francisco, Cal.	Harold C. Wurts
WYLY, INC., R. D., *d-e-f*	Tower Bldg.	Washington, D. C.	R. D. Wyly M. V. Engelbach

Y

YATES, INC., FRED D., *a-e*	150 Nassau St.	New York City	
YOST ADV. CO., INC., *a-e*	International Life Bldg.	St. Louis, Mo.	
YOST, ADV. AGENCY, CHARLES E., *a*	Henry W. Oliver Bldg.	Pittsburgh, Pa.	L. H. Neiplin

(*Continued on page* 185)

(For Explanation of Key Letters See Page 170)

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 184)

	Address		Space Buyers
			C. E. Yost, Jr.
YOUNG & RUBICAM, INC., *a-e-h*	285 Madison Ave	New York City	A. V. B. Geoghegan
	Atlantic Bldg	Philadelphia, Pa	E. H. Byrne
	221 N. LaSalle St	Chicago, Ill	A. B. Pratt
			H. B. Carpenter
YOUNGS ADV. AGENCY, INC	660 Mission St	San Francisco, Cal	Harold A. Hansen

Z

ZABIN ADV. AGENCY, ALFRED P., *e*	56 W. 45th St	New York City	A. P. Zabin
			R. Samuels
ZIMMER-KELLER, INC., *a-e*	2210 Park Ave	Detroit, Mich	H. R. Klein
ZINN & MEYER, INC., *a-e*	1819 Broadway	New York City	
ZIV, INC., FREDERIC W., *a*	600 Fountain Square Bldg.	Cincinnati, Ohio	R. J. Savage

CANADIAN AGENCIES AND THEIR SPACE BUYERS

B

BAKER ADV. AGENCY, LTD., *a-c-e*	204 Richmond St. W	Toronto, Ont	W. Nichols
BENWELL, CURRAN, ATKINS, LTD., *c-d*	311 Hastings St. West	Vancouver, B. C.	
BLAIKIE ADV. AGENCY, LTD., DUNCAN S., *c-d*	1410 Stanley St	Montreal, P. Q	W. F. Casey
BROOKE, SMITH & FRENCH, INC., *a-e-f-h*	82 E. Hancock Ave	Detroit, Mich.*	Herbert Bayle
	204 Richmond St., W	Toronto, Ont	H. H. Dobberteen
	1253 McGill Coll. Ave	Montreal, Que.	

C

CAMPBELL-EWALD, LTD., *c-d*	372 Bay St	Toronto, Ont.*	C. M. Musgrove
	901 Dominion Square Bldg	Montreal, P. Q.	
	Shelly Bldg	Vancouver, B. C.	
	220 Curry Bldg	Winnipeg, Man.	
	507 Leader Post Bldg	Regina, Sask.	
	M. H. Mackay, Suite 12, Garden Apts., 14th Ave. W	Calgary, Alta.	
CANADIAN ADV. AGENCY, LTD., *a-c*	1135 Beaver Hall Hill	Montreal, P. Q.*	W. Monette, Montr'l
	465 Bay St	Toronto, Ont	N. R. Barbour, Toronto
	13 De Marivaux St	Paris, France	F. G. Dastous, Paris
COCKFIELD, BROWN & CO., LTD., *a-c-e*	Canada Cement Co. Bldg.	Montreal, P. Q.*	Mr. H. R. Conway
	Metropolitan Bldg	Toronto, Ont	Mr. S. F. Ryan,
	1601 Royal Bank Bldg	Vancouver, B. C	Mr. C. Harris,
	708 Elec. Ry. Chambers	Winnipeg, Man	Mr. H. Lavender,
COMMERCIAL ADV. & EXPLOITATION CO	68 Aldersgate St	London, E. C., Eng	E. S. Crecelius
		Leamington, Ont., Can.	
CONSOLIDATED ADV. SERVICE, *c*	71 Richmond St. W	Toronto, Ont.*	Mrs. E. MacDonald
	376 Craig St. W	Montreal, P. Q.	
CRAWFORD-HARRIS, LTD., *c-e*	208 Province Bldg	Vancouver, B. C.*	Frank Harris
	Lancaster Block	Calgary, Albta	Dave Crawford,
	312 C. P. R. Block	Edmonton, Albta	J. H. Fulton
	303 Leader Bldg	Regina, Sask	E. G. Macpherson
	Pemberton Block	Victoria, B. C	A. V. Clark

D

D'ARCY ADV. COMPANY, *a-c-f-h*	Missouri Pacific Bldg	St. Louis, Mo	J. E. Sullivan
	Coca Cola Bldg	Atlanta, Ga	F. C. Weber
	Terminal Tower	Cleveland, Ohio	
	92 Broadview Ave	Toronto, Ont	
DEAN ADV. AGENCY, E. STERLING, *a-c*	8 Wellington St. E	Toronto, Ont	E. S. Dean
			F. A. Rowlatt
			E. G. Bennett
DENNE & CO., LTD., A. J., *c*	80 King St., W	Toronto, Ont	A. J. Denne
			R. O. McKeown
			E. R. White
			A. G. White
			F. M. Wright
DESBARATS ADV. AGENCY, LTD., *a-c-e*	1029 Beaver Hall Hill	Montreal, P. Q	E. W. Desbarats
	61 E. Adelaide St	Toronto, Ont	W. A. Ford
	Kresge Bldg	Winnipeg, Man	A. J. Massie

F

FINANCIAL ADV. COMPANY OF CANADA, LTD., *c-d*	651 Craig St., West	Montreal, P. Q.*	S. L. Ghent
	300 Bay St	Toronto, Ont	R. V. Rittenhouse
FISHER CO., LTD., JAMES, *c-e*	204 Richmond St., W	Toronto, Ont	W. R. Johnston
	Confederation Bldg	Montreal, P. Q	W. Reeves

G

GENERAL NEWS & ADVERTISING AGENCY, LTD., *c-d*	539 Canada Cement Bldg.	Montreal, P. Q	A. Sylvestre
GIBBONS, LTD., J. J. (with which is affiliated CRAWFORD-HARRIS, LTD—Vancouver) *c-e*	119 Wellington St., W	Toronto, Ont.*	Miss E. Hughes
	Bank of N. S. Bldg	Halifax, N. S.	
	980 St. Antoine St	Montreal, P. Q.	
	Scott Block	Winnipeg, Man.	

H

HAYHURST CO., LTD., F. H., *c*	Brock Bldg	Toronto, Ont	E. M. Dean

I

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Affiliated Press Service	1331-1333G st., N.W., Washington, D. C.	Walter Raleigh	Don Charles
American News Features, Inc.	1650 Broadway, New York City	Chester L. Weil	Chester L. Weil
Associated Editors, Inc.	Franklin National Bank Bldg., Washington, D. C.	W. Boyce Morgan	Jay Jerome Williams
Associated Newspapers	247 West 43d st., New York City	Kathleen Caesar	Henry M. Snevily
Associated Press Feature Service	383 Madison ave., New York City	W. F. Brooks, executive editor	
Audio Service	326 West Madison st., Chicago, Ill.	Joseph Fischer	V. E. Storey
Beacon Syndicate	373 Fourth ave., New York City	Harold Matson	Harold Matson
Bell Syndicate, Inc.	247 West 43d st., New York City	Kathleen Caesar	Henry M. Snevily
Bond-Barclay Syndicate	3160 Kensington ave., suite 607, Philadelphia, Pa.	Richard S. Bond	Richard S. Bond
Burba Service	Dayton, Ohio		Howard Burba
Cambridge Associates, Inc.	174 Newbury st., Boston, Mass.	S. L. Sholley	Aaron M. Jones
Central Press Association, Inc.	1435 East 12th st, Cleveland, Ohio	Leslie Eichel	G. B. Carney
Joe Mitchell Chapple, Inc.	Upham's Corner, Boston, Mass.	Joe Mitchell Chapple	Joe Mitchell Chapple
Chicago Journal of Commerce Syndicate	12 East Grand ave., Chicago, Ill.	Phil S. Hanna	James B. Young
Chicago Tribune Newspapers Syndicate	Tribune Tower, Chicago, Ill.; 220 East 42d st., New York City	Mary King, fiction editor	Arthur W. Crawford
Coble's Fisherman's Calendar	P. O. Box 203, Greensboro, N. C.	Grady W. Coble, publisher	
Consolidated News & Advertising Service	604 Central ave., East Orange, N. J.	Frank Jay Morris	Frank Jay Morris
Current News Features, Inc.	Franklin National Bank Bldg., Washington, D. C.	W. Boyce Morgan	Jay Jerome Williams
Dench Business Features	Ho-Ho-Kus, N. J.	Ernest A. Dench	Ernest A. Dench
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Doubleday-Doran Syndicate	Garden City, N. Y.	Ralph H. Graves	Ralph H. Graves
Eastern Color Printing Co.	50 Church st., New York City	Wm. B. Pape	Geo. G. Janosik
Editor's Copy	Orangeburg, S. C.	Hugo S. Sims	B. W. Hughes
Ellis Service	Swarthmore, Pa.	Wm. T. Ellis	Wm. T. Ellis
Feature News Service (New York Times)	229 West 43d st., New York City	John Van Bibber	John Van Bibber
Pine Arts Syndicate	P. O. Box 1056, Chicago, Ill.	Mary Frances Goode	Chester L. Nelson
Fining Press Syndicate	610 International Bldg., St. Louis, Mo.	Joseph N. Fining	
FotoFax Service	Croton-on-Hudson, N. Y.	Austin C. Lescarboura, editor; Philip F. Frank, managing editor	Philip Gotthold, business manager
Fox Feature Service	444 West 56th st.	James Hood MacFarland	
Gilliams Service	225 W. 39th st., New York City	Walter F. Dantzscher	Thos. F. Gilliams
Handy Filler Service	1245 Russ Bldg., San Francisco, Cal.		
The Haskin Service	21st & C sts., N. W., Washington, D. C.	Frederic J. Haskin	Frederic J. Haskin
Heinl News Service	Insurance Bldg., Washington, D. C.	Robert D. Heinl	
Holmes Feature Service	135 Garrison ave., Jersey City, N. J.	George R. Holmes	M. E. Dollard
The Independent Syndicate, Inc.	Franklin National Bank Bldg., Washington, D. C.	W. Boyce Morgan	Jay Jerome Williams
Intercity News Service	63 Park Row, New York City	Prescott Dennett	Edgar W. Nassauer
International Feature Service	235 East 45th st., New York City	J. V. Connolly	J. V. Connolly
International Syndicate	1506-08 Guilford ave., Baltimore, Md.	R. Maurice Miller	R. Maurice Miller
Will Judy Press Syndicate	3323 Michigan Blvd., Chicago, Ill.	Will Judy	C. Myers Bardin
Junior Feature	11 West 42d st., New York City	Charles G. Loeb	
Kay Features, Inc.	1650 Broadway, New York City	M. Koenigsberg	M. Koenigsberg
Keystone Feature Service	310 Commonwealth Bldg., Philadelphia, Pa.	L. L. Young	A. T. Fullerton
King Editors' Features	Glen Ridge, N. J.	A. Rowden King	
King Features Syndicate, Inc.	235 East 45th st., New York City	J. V. Connolly	J. V. Connolly
Ledger Syndicate	Independence Square, Philadelphia, Pa.	John Elfreth Watkins	John Elfreth Watkins
Gertrude Leimbach Press Service	264 South Conn. ave., Atlantic City, N. J.	Gertrude Leimbach	Gertrude Leimbach
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Miller Services, Ltd.	302-303 McKinnon Bldg., Toronto, Canada	Andrew Miller	Andrew Miller
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National Feature Service	4035 New Hampshire ave., Washington D. C.		E. Parker
National Newspaper Service	326 W. Madison st., Chicago, Ill.	John F. Dille	John F. Dille
National News Service, Inc.	3727 N. 17th st., Philadelphia, Pa.	Sidney A. Silberman	Milton R. Jacobs
NEA Service, Inc.	1200 West 3d st., Cleveland, Ohio	James W. Dean, vice-president and general manager	Fred S. Ferguson, president; Herbert W. Walker, vice-president and business manager
Newspaper Enterprises, Inc.	518 West Market st., San Antonio, Tex.	Tiffany Haldane, ed.	H. S. Anderson, pres.
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Newspaper Information Service, Inc.	1322 New York ave., N. W., Washington, D. C.	F. M. Kerby	S. T. Hughes, gen. mgr.
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Recipe Service Co.	3160 Kensington ave., Suite 607, Philadelphia	Richard S. Bond	
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Religious News Service	1831 Sheldon Rd. E., Cleveland, Ohio	D. Carl Yoder	D. Carl Yoder
Russell Service	115 Walbridge Rd., Hartford, Conn.	Frederick C. Russell	G. L. Mason
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(*Continued on page* 190)

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Mort Green ..... Sunday
Ella & Her Fella ..... Sunday
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Antoinette Donnelly's Beauty Column
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Tintypes by Skolsky
Horoscope (Wynn)
Children's Features
Woods and Waters
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Movie Reviews—Mae Tinee
New York Film Criticisms
Hollywood Letter by Florabel Muir
Snapshots by Alissa Keir
Nancy's Daily Dish
Book Reviews
Wladek's Daily Letter
Life Stories of Famous Movie Stars
Crossword Puzzles
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More than sixty-eight per cent of the Chicago Tribune short stories by American authors, published between May 1, 1930 and April 30, 1931, are listed as "stories of merit" in the "O. Henry Memorial Award Prize Stories of 1931," just off the press.

Twenty-two out of thirty-two* Chicago Tribune stories read for rating were placed on the roll of honor.

In the "Best Short Stories of 1931," compiled by Edward J. O'Brien, five Chicago Tribune stories or *ten per cent* of the stories published are mentioned as distinguished stories."

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** Only stories by American authors are eligible. Eighteen stories published by the Chicago Tribune during this period were by British authors.*

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These comics, used by the Chicago Tribune, the New York News, the Detroit Mirror and hundreds of other newspapers, have found favor with newspaper editors everywhere. Here's what editors say about them:

CAN'T DO WITHOUT "GASOLINE ALLEY"

The managing editor of the *Staunton, (Va.) News Leader* wrote:

"We have had so many inquiries as to 'what's become of Skeezix' that we're restoring this feature at once."

MOON MULLINS MAKES GOOD . .

This was the title of an editorial in the *Worcester, (Mass.) Telegram* on October 30, 1931, which read in part:

"These be parlous times. What with the British election, the fiscal plights of railroads, the football outlook at Notre Dame, mighty concerns have been affecting a timid world. But humanity is fundamentally sound. A portent of significance is the news that Moon Mullins has made good. The faith of his myriad admirers has been justified. Louie, the powerful, the obstreperous brother-in-law of Otho H. Pumpkin, has been put in his place and now Mr. Pumpkin himself may take greater joy in the triumph of Moon than will our readers."

WINNIE COMES BACK . . . . . .

On October 29, 1931, the *Dayton, (O.) Daily News* wrote:

"As a result of a circulation survey just completed we have decided to change our decision on giving up 'Winnie Winkle.' Please send us new contract."

GUMPLESS DAYS . . . . . .

The *Portland, (Ore.) Oregonian*, omitted "The Gumps" for two days. An editorial in that newspaper described the furor the absence of "The Gumps" created among readers:

"The Gumps cannot be absent for two days without disrupting the life of a city. A demonstration of this kind should give thought to the great and the near great of the world. It is probable that if Sidney Smith should choose to have Andy Gump curl up his toes and go to sleep with his fathers, more tears would be shed and more letters written to the editor than over the death of any public man in the world."

ANNIE MAKES FRONT PAGE . . . .

The Hartford, (Conn.) Courant devoted page one of the Sunday feature section on July 26, 1931 to "Little Orphan Annie," discussing her dress, her history and her creator. The page contained a large picture of Annie and her dog, Sandy.

SMITTY IS SWELL . . . . . .

The *Boston Herald* wired on January 5, 1932, that they consider Smitty one of the best Chicago Tribune comics.

HAROLD TEEN SETS STYLES . . . . . .

Not only editors, but designers of men's clothing and editors of men's wear journals evince a keen interest in "Harold Teen." It is well known that Harold sets the styles in young men's apparel.

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A genuine children's comic, read with interest by youngsters from 7 to 70 is an editor's opinion of "Little Folks."

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(Continued from page 186)

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Scriptural Research Bureau of Hollywood	7922 Beverly Blvd., Hollywood, Cal.	Joseph Hallinan	L. G. Christensen
Seckatary Hawkins Service	Enquirer Bldg., Cincinnati, Ohio	Robert Frane Schulkers	Robert Franc Schulkers
Service For Authors, Inc.	280 Broadway, New York City	E. C. Richter	E. C. Richter
Sper Newspaper Syndicate	6149 Glen Towers, Hollywood, Cal.	Kenneth C. Beaton	Norman L. Sper
Standard Editorial Service	Woodward Bldg., Washington, D. C.	R. V. Williams	A. M. Johnston
Star Newspaper Service	80 King st., W., Toronto, 2, Canada	Edward M. Gundy, J. C. Stead, W. John Stewart	Thomas J. Wheeler
W. Orton Tewson Syndicate	420 Riverside Drive, New York City	W. Orton Tewson	W. Orton Tewson
Thacher Productions	220 West 42nd st., New York City	Albert H. Thacher	Albert H. Thacher
Triangle Newspaper Service	280 Broadway, New York City	Howard Markel	
Ullman Feature Service	Washington, D. C.	William Ullman	W. E. Schaaff
United Feature Syndicate	220 East 42nd st., New York City	Geo. A. Carlin	Monte Bourjaily
Universal Service, Inc.	235 East 45th st., New York City	H. H. Stansbury	J. V. Connolly
Christy Walsh Syndicate	570 Seventh avenue, New York City		Jos. A. Bihler
Washington Radio News Service	621 Albee Bldg., Washington, D. C.		Bertram F. Linz
W-E Features Service	6726 Alta Loma Ter., Hollywood, Cal.		Warren Eccles
M. E. Weaver Syndicate	160 East 44th st., New York City	M. E. Weaver	M. E. Weaver
The Willis Associates	50 Broad st., New York City	H. Parker Willis	Frederick W. Jones
Woman's Page Copy	Plymouth, Ind.	Mrs. Florence Riddick Boys	Mrs. Florence Riddick Boys
World Color Printing Co.	St. Louis, Mo.	F. B. Jeske	R. S. Grable, R. Messing
World Feature Service	220 East 42nd st., New York City	Geo. C. Comstock	Monte Bourjaily
World-Wide News Service	12 Pearl st., Boston, Mass.	J. J. Bosdan	A. M. Weiss

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Associated Press Photo Service	383 Madison ave., New York City	N. A. Huse, exec. ed.	
Bain News Service	255 Canal st., New York City	George Grantham Bain	George Grantham Bain
Cameranews Service Co.	33 West 42nd st., New York City	Jules Geller	George Grogin
Central Press Association, Inc.	1435 East 12th st., Cleveland, Ohio	Leslie P. Eichel	G. B. Carney
Consolidated Photo Service	604 Central ave., East Orange, N. J.	Frank Jay Morris	Frank Jay Morris
Dench Window Display Photo Service	Ho-Ho-Kus, N. J.	Ernest A. Dench	Ernest A. Dench
Dorr News Service	331 West 14th st., New York City	Charles H. Dorr	Charles H. Dorr
Federated Press	112 East 19th st., New York City	Carl Haessler, mng. ed., Frank L. Palmer, ed.	
Fining Press Syndicate	610 International Bldg., St. Louis, Mo.	Joseph N. Fining	Joseph N. Fining
FotoPax Service	Croton-on-Hudson, N. Y.	Austin C. Lescarbou, ed., Philip F. Frank, mng. ed.	Philip Gotthold, bus. mgr.
Fotograms News Photo Service, Inc.	381 Fourth avenue, New York City	P. T. Jones	P. T. Jones
Ewing Galloway	420 Lexington avenue, New York City		
Holmes News Photo Service	135 Garrison avenue, Jersey City, N. J.	George R. Holmes	M. E. Dollard
Intecity News Service	63 Park row, New York City	Prescott Dennett	Edgar W. Nassauer
International News Photos, Inc.	235 E. 45th st., New York City	Walter Howey	G. S. Hopkins
O. J. Jordan	Albee Bldg., Washington, D. C.	O. J. Jordan	O. J. Jordan

(Continued on page 192)

NEWSPRINT PAPER

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		Circulation	Rates for 5,000 lines
**Columbus Republican	(E)	4,802	.03
**Fort Wayne News-Sentinel	(E)	48,492	.12
**Indianapolis News	(E)	132,562	.27
**Lafayette Journal & Courier	(E&M)	24,171	.07
**Marion Leader-Tribune Chronicle	(M&E)	18,087	.075
**Marion Chronicle Tribune	(S)	16,165	.075
††Shelbyville Democrat	(E)	3,953	.025
**South Bend News-Times	(E)	28,009	.08
**South Bend News-Times	(S)	27,041	.08
**South Bend Tribune	(S) 29,003 (E)	30,201	.08

**A.B.C. Publishers' Statement, Oct. 1, 1931.
††Government Statement, Oct. 1, 1931.

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BRUTUS

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Mark Sullivan's Political Letter
Percy Hammond's Theatrical Letter
Prof. Norton's Background of Foreign Affairs
Barclay's Bridge Forum
Holbrook's Humorous Weekly Article
Howard White's Society Letter
Books (*Six tabloid pages of reviews and special articles*)
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Weekly Science Page
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OTHER DAILY FEATURES

"Ding's" Daily Cartoons
Brown's Daily Cartoons
Dr. Cadman's Daily Column
Daily News Mat Service
Daily Crossword Puzzles
F. P. A. (Franklin P. Adams)—The Conning Tower

"Ding", The Greatest of All News Cartoonists

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SPORTS

W. O. McGEEHAN'S "DOWN THE LINE"

WOMEN'S FEATURES

INSTITUTE HOUSEKEEPING SERVICE
SARAH MARSHALL COOK'S FASHIONS

NEWS SERVICE

FEATURE AND PICTURE SYNDICATES OF U. S. AND CANADA

(Continued from page 190)

Name	Address	Editor	Manager
Gertrude Leimbach Press Service	264 S. Conn. ave., Atlantic City, N. J.	Gertrude Leimbach	Gertrude Leimbach
NEA Service, Inc	1200 W. Third st., Cleveland, Ohio	James W. Dean, vice-pres. and gen. mgr.	Fred S. Ferguson, pres., Herbert W. Walker, vice-pres. and bus. mgr.
N. Y. Herald Tribune News Service	230 W. 41st st., New York City		R. E. Moyer
Pictorial Press	145 W. 41st st., New York City	T. E. McGrath	T. E. McGrath
Rapid Grip and Batten, Ltd	181 Richmond st., W., Toronto, Ont., Can.	G. A. MacBain	W. H. Batten
Scandinavian American News Bureau	8431 107th st., Richmond Hill, N. Y.	Charles S. Strong	Charles S. Strong
Science Service	21st and Constitution ave., Washington, D. C	Watson Davis, mng. ed	
Star Newspaper Service	80 King st., W., Toronto, 2, Can	J. C. Stead, photo ed.	Thomas J. Wheeler
Underwood & Underwood	242 W. 55th st., New York City	P. M. Gulick	P. M. Gulick
United Photo Syndicate	604 Central ave., E. Orange, N. J	Frank Jay Morris	Frank Jay Morris
M. E. Weaver Syndicate	160 E. 44th st., New York City	M. E. Weaver	M. E. Weaver
Wide World Photos	229 W. 43d st., New York City		Frank J. Gilloon
World Feature Service	220 E. 42d st., New York City	Geo. C. Comstock	Monte Bourjaily

NEWS SERVICES

Name	Address	Editor	Manager
Associated News Service	3076 W. Pico st., Los Angeles, Cal	C. L. McNair	C. R. Levy, mng. ed.
Associated Press	383 Madison ave., New York City		Kent Cooper, gen. mgr., Jackson S. Elliott, asst. gen. mgr.
British United Press	249 St. James st., Montreal, Can.	C. F. Crandall, pres.	
	181 Temple Chambers, London, E. C. 4, London, England	Herbert Bailey, mng. ed	J. C. Moore, bus. mgr.
Central Press Association	1435 E. 12th st., Cleveland, Ohio	Leslie P. Eichel	G. B. Carney
Chicago Tribune Newspaper Syndicate	435 Michigan ave., Chicago, Ill., 220 E. 42d st., New York City	Mary King, fiction ed.	A. W. Crawford
Consolidated News & Advertising Service	614 Central ave., E. Orange, N. J	Frank Jay Morris	Frank Jay Morris
Consolidated Press Association	U. S. Daily Bldg., Washington, D. C.; Sun Bldg., New Qork City		Horace Epes, gen. mgr.
Feature News Service (N. Y. Times)	229 W. 43d st., New York City	John Van Bibber	John Van Bibber
Federated Press	112 E. 19th st., New York City	Carl Haessler, mng. ed.; Frank L. Palmer, ed	
Fining Press Syndicate	610 International Bldg., St. Louis, Mo.	Joseph N. Fining	
General Press Association	1163 National Press Bldg., Washington, D. C	Geo H. Manning	Geo. H. Manning
Intercity News Service	63 Park Row, New York City	Prescott Dennett	Edgar W. Nassauer
International News Service, Inc	63 Park Row, New York City	Barry Faris	Jos. V. Connolly, gen. mgr., M. A. White, asst. gen. mgr., Geo. T. Hargreaves, bus. mgr.
Jewish Telegraphic Agency	125 E. 46th st., New York City	B. Smolar	Jacob Landau, mng. dir.
Kent Press Service	53 W. Jackson Blvd., Chicago, Ill		Peter M. McEvoy
New York Evening Post News Service	75 West st., New York City		H. C. Thiele
New York Herald Tribune News Service	230 West st., New York City		R. E. Moyer
Gertrude Leimbach Press Service	264 S. Conn. ave., Atlantic City, N. J.	Gertrude Leimbach	Gertrude Leimbach
NEA Service, Inc	1200 W. Third st., Cleveland, Ohio	James W. Dean, vice-pres. and gen. mgr.	Fred S. Ferguson, pres.; Herbert W. Walker, vice-pres. and bus. mgr.
North American Newspaper Alliance	247 W. 43d st., New York City	Merritt Bond	John N. Wheeler, gen. mgr.
Park Row News Service, Inc	280 Broadway, New Yord City		Theodore Kaufman
Publishers Autocaster Service, Co.	225 W. 39th st., New York City	Frank Parker Stockbridge	W. Wilson Brown
Rapid Grip and Batten, Ltd	181 Richmond st., Toronto, Ont., Can.	G. A. MacBain	W. H. Batten
Elwood R. Rigby News Service	The Bellerich, 15th & Spruce sts., Philadelphia, Pa	Elwood R. Rigby	Elwood R. Rigby
Scandinavian American News Bureau	8431 107th st., Richmond Hill, N. Y.	Charles S. Strong	Charles S. Strong
Star Newspaper Service	80 King st., W., Toronto, 2, Can	W. J. Stewart, news ed.	Edward M. Gundy, sales mgr., Thomas J. Wheeler, mgr.
Trans-Atlantic News Features	63 Park Row, New York City	Prescott Dennett	Edgar W. Nassauer
Washington Radio News Service	621 Albee Bldg., Washington, D. C.		Bertram F. Linz
World-Wide News Service	12 Pearl st., Boston, Mass	J. J. Bosdan	A. M. Weiss

EDITORIAL RESEARCH

Name	Address	Editor	Manager
Editorial Research Reports	839 17th st., Washington, D. C	R. M. Boeckel	Burt P. Garnett

RELIGIOUS SYNDICATES

Name	Address	Editor	Manager
Ellis Service	Swarthmore, Pa	William T. Ellis	William T. Ellis
Keyes Advertising Service	Peru, Ind	W. Guisinger	J. L. Keyes
International Religious News Service	1831 Sheldon rd., E. Cleveland, Ohio	D. Carl Yoder	
Religious Copy Service	2715 Overbrook Ter., Ardmore, Pa	Herbert H. Smith	Herbert H. Smith

JUNIOR NEWSPAPERS

Name	Address	Editor	Manager
Junior Newspapers	1860 Broadway, New York City	Mort L. Anspacher	

TRADE PRESS SYNDICATES

Name	Address	Editor	Manager
Dench Business Features	Ho-Ho-Kus, N. J	Ernest A. Dench	Ernest A. Dench
General Press Association	1163 National Press Bldg., Washington, D. C	Geo. H. Manning	Geo. H. Manning
King Editors' Features	Glen Ridge, N. J		A. Rowden King
Universal Trade Press Syndicate	598 Madison ave., New York City		Myron S. Blumenthal

NEWSPAPER ROTOGRAVURE SECTIONS

ALABAMA
BIRMINGHAM: News; Sunday.

CALIFORNIA
FRESNO: Bee; Sunday.
LONG BEACH: Press-Telegram; Sunday.
LOS ANGELES: Times; Sunday.
SAN FRANCISCO: Chronicle; Sunday.

COLORADO
DENVER: Post; Sunday.
DENVER: Rocky Mountain News; Sunday.

CONNECTICUT
HARTFORD: Courant; Sunday.
WATERBURY: Republican; Sunday.

DELAWARE
WILMINGTON. Star; Sunday.

DISTRICT OF COLUMBIA
WASHINGTON: Post; Sunday.
WASHINGTON: Star; Sunday.

FLORIDA
MIAMI: News; Sunday.

GEORGIA
ATLANTA: Constitution; Sunday.
ATLANTA: Journal; Sunday.

ILLINOIS
CHICAGO: News; Saturday.
CHICAGO: News Midweek; Wednesday.
CHICAGO: Tribune; Sunday.
PEORIA: Journal Transcript; Sunday.
PEORIA: Star; Sunday.
SPRINGFIELD: Illinois State Register.

INDIANA
FORT WAYNE. News-Sentinel; Saturday.
INDIANAPOLIS: Star; Sunday.
SOUTH BEND: News-Times; Sunday.
TERRE HAUTE: Tribune; Sunday.

IOWA
DES MOINES: Register; Sunday.

KANSAS
WICHITA: Eagle; Sunday.

KENTUCKY
LOUISVILLE: Courier-Journal; Sunday.
LOUISVILLE: Herald-Post; Sunday.

LOUISIANA
NEW ORLEANS: Times-Picayune; Sunday.

MARYLAND
BALTIMORE: American.
BALTIMORE: Sun; Sunday.

MASSACHUSETTS
BOSTON: Globe; Sunday.
BOSTON: Herald; Sunday.
NEW BEDFORD: Standard; Sunday.
SPRINGFIELD: Union-Republican; Sunday.

MICHIGAN
DETROIT: Free Press; Sunday.
DETROIT: News; Sunday.

MINNESOTA
MINNEAPOLIS: Journal; Sunday.
MINNEAPOLIS: Tribune; Sunday.
ST. PAUL: Dispatch Pioneer Press; Sunday.
ST. PAUL: News; Sunday.

MISSISSIPPI
JACKSON: News; Sunday.

MISSOURI
KANSAS CITY: Journal-Post; Sunday.
KANSAS CITY: Star; Sunday.
ST. LOUIS: Globe-Democrat; Sunday.
ST. LOUIS. Post-Dispatch; Sunday.

NEBRASKA
OMAHA: World Herald; Sunday.

NEW JERSEY
NEWARK: Call; Sunday.

NEW YORK
ALBANY: Knickerbocker Press; Sunday.
BUFFALO: Courier-Express; Sunday.
BUFFALO: Times; Sunday.
NEW YORK: Graphic; Saturday.
NEW YORK: Herald Tribune; Sunday.
NEW YORK: News; Sunday.
NEW YORK: Post: Saturday.
NEW YORK: Times; Sunday.
ROCHESTER: Democrat & Chronicle; Sunday.
SYRACUSE. Herald; Sunday.
SYRACUSE: Post Standard; Sunday.

OHIO
CINCINNATI: Enquirer; Sunday.
CLEVELAND: News; Sunday.
CLEVELAND: Plain Dealer; Sunday.
COLUMBUS: Columbus Ohio State Journal; Sunday.
TOLEDO: Times; Sunday.
YOUNGSTOWN: Vindicator; Sunday.

PENNSYLVANIA
HARRISBURG: News;
PHILADELPHIA: Inquirer; Sunday.
PHILADELPHIA: Public Ledger; Sunday.
PITTSBURGH: Press; Sunday.
PITTSBURGH: Sun-Telegraph; Sunday.
SCRANTON. Scrantonian; Sunday.

RHODE ISLAND
PROVIDENCE: Journal; Sunday.

TENNESSEE
MEMPHIS: Commercial Appeal; Sunday.
NASHVILLE: Banner; Sunday.
NASHVILLE: Tennessean; Sunday.

TEXAS
HOUSTON: Chronicle; Sunday.

VIRGINIA
HICHMOND: Times-Dispatch; Sunday.

WASHINGTON
SEATTLE: Times; Sunday.

WISCONSIN
MILWAUKEE: Journal; Sunday.

CANADA

ONTARIO
TORONTO: Star; Sunday.

QUEBEC
MONTREAL: La Patrie; Saturday.
MONTREAL: La Presse; Saturday.
MONTREAL. Standard; Saturday.

FEATURES
SINCE 1899
THE INTERNATIONAL SYNDICATE
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Atlantic City
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Sports cartoon
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"New York Inside Out"
"Your Birthday"

MAGAZINE PAGE
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Speaking of Style
Guide to Charm
A Dish A Day
Home Making
You and Your Child
Your Handwriting
The Pingos
Modes and Manners
Fashion Plaque

THE OFFICIAL SYSTEM OF CONTRACT BRIDGE
by F. Dudley Courtenay

DAILY CROSS WORD PUZZLES

PATTERN SERVICE

WORLD PONY SERVICE

(Text and Illustrations Completely Matted.)
Little Mary Mixup
Fritzi Ritz
News Pictures
Serial Stories
Editorial Page Cartoon
Guide to Charm
A Dish A Day
Speaking of Style
Fashion Plaque
Cross Word Puzzles

United Feature Syndicate
Metropolitan Newspaper Feature Service

COLOR PAGES
Ella Cinders . . . . Tarzan . . . . Mr. and Mrs. Beans . . . . The Captain and the Kids . . . . Joe Jinks . . . . Fritzi Ritz . . . . Little Mary Mixup . . . . Benny . . . .

CARTOONS
"Everyday Movies" by Denys Wortman . . . . Feg Murray's Sports Cartoons . . . . "How It Began" by Russ Murphy and Ray Senusky . . . . Hugh Hutton's Editorial Cartoons . . . . "The Pingos" by Clark Watson . . . .

COMIC STRIPS
Ella Cinders . . . . Tarzan . . . . Young Buffalo Bill . . . . Can You Beat It? . . . .

COLUMNS
"It Seems to Me" by Heywood Broun . . . . Daily Comment by M. E. Tracy . . . . "The First Reader" by Harry Hansen . . . . "New York Inside Out" by Sam Love . . . .

FICTION
Short Stories (Pinnacle Fiction and Zenith Fiction) . . . . Short Short Stories . . . . Metropolitan Big Name Serials . . . . First Run Serials . . . .

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FRITZI RITZ.

DANNY.

BENNY.

YOUNG BUFFALO BILL

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UNITED FEATURES

MONTE BOURJAILY, *General Manager*

220 East 42nd Street, - New York

STANDARD AND RECENT BOOKS ON JOURNALISM AND ADVERTISING

Asterisk (*) indicates book was issued in 1931

ADVERTISING — ART AND LAYOUT

Author	Title	Publisher
Dwiggens, W. A.	Layout in Advertising	Harper
Hall, S. Roland	The Advertising Handbook	McGraw-Hill
Parsons, Frank A.	Art Appeal in Display Advertising	Harper
Surrey, Richard	Layout Technique in Advertising	McGraw-Hill
Young, Frank H.	*Modern Advertising Art	Covici-Fried

BIOGRAPHY

Appel, Joseph	Business Biography of John Wanamaker	Macmillan
Hopkins, C. C.	My Life in Advertising	Harper
Rowell, G. P.	Forty Years an Advertising Agent	Franklin
.....	*Who's Who in Advertising, 1931	Harper

COPY

Barton, Howard Allen	How to Write Advertisements	Lippincott
Dippy, A. W.	Advertising Production Methods	McGraw-Hill
Durstine, Roy S.	Making Advertisements	Scribner
Greer, C. R.	*Advertising and Its Mechanical Reproduction	Crowell
Hall, S. Roland	The Advertising Handbook	McGraw-Hill
Hotchkiss, G. B.	Advertising Copy	Harper
Metzger, G. P.	Copy	Doubleday-Doran

GENERAL

Adams, H. H.	Advertising and Its Mental Laws	Macmillan
Barton, Lichtenberg	Advertising Campaigns	Alex. Hamilton Inst.
Blanchard, Frank L.	Essentials of Advertising	McGraw-Hill
Brewster, Palmer	*Introduction to Advertising	McGraw-Hill
Calkins, E. E.	Business of Advertising	Appleton
Calkins, E. E.	The Advertising Man	Scribner
Chase, Schlink	Your Money's Worth	Macmillan
Cherington, Paul T.	Advertising as a Business Force	Doubleday-Doran
Dunn, Arthur	Scientific Selling and Advertising	Harper
Durstine, Roy S.	This Advertising Business	Scribner
Goode, Rheinstrom	*More Profits from Advertising	Harper
Gundlach, E. T.	*Facts and Fetishes in Advertising	Consolidated Book Pub.
Haase, A. E.	*The Advertising Appropriation	Harper
Hall, S. Roland	Theory and Practice of Advertising	McGraw-Hill
Hess, Herbert W.	*Advertising: Its Economy, Philosophy and Technique	Lippincott
Kleppner, Otto	Advertising Procedure	Prentice-Hall
Moriarty, W. D.	Economics of Marketing and Advertising	Harper
Praigg, N. T. (ed)	Advertising and Selling	Doubleday-Doran
Presbrey, Frank	History of Advertising	Doubleday-Doran
Pringle, W. H. (ed)	*Library of Advertising (British, 5 vol.)	Butterworth & Co., Lond.
Rheinstrom, Carroll	*Psyching the Ads	Covici-Fried
Scott, W. D.	*The Psychology of Advertising	Dodd, Mead
Sheldon, G. H.	Advertising	Harcourt-Brace
Strong, E. K.	Psychology of Selling and Advertising	McGraw-Hill
J. Walter Thompson Co.	Population and Its Distribution	Harper
Tipper, Hotchkiss, Etc.	Advertising, Its Principles and Practices	Ronald Press

SPECIAL

Adams, H. H.	Advertising and Its Mental Laws	Macmillan
Agnew, Hugh E.	Cooperative Advertising	Harper
Arnold, F. A.	*Broadcast Advertising	John Wiley
Case, Francis H.	Handbook of Church Advertising	Abingdon Press
Dunlap, O. E.	*Radio in Advertising	Ronald Press
Gifford, Ward C.	Real Estate Advertising	Macmillan
Hotchkiss & Franken	The Leadership of Advertised Brands	Doubleday-Doran
Hotchkiss & Franken	Measurements of Advertising Effects	Harper
Lippincott, Wilmot	Outdoor Advertising	McGraw-Hill
MacGregor, T. D.	Book of Bank Advertising	Bankers' Pub. Co.
Maether, Carl A.	Advertising to Women	Prentice-Hall
Ramsay, Robert E.	Effective Direct Advertising	Appleton
Tobias, M. E.	Profitable Retail Advertising	Harper
White, Percival	Advertising Research	Appleton

NEWSPAPERS — ACCOUNTING

Swindell, Walter B.	Newspaper Accounting	Ronald Press
Van Benthuysen, A. S.	*Newspaper Organization and Accounting	Prentice-Hall

BIBLIOGRAPHY

Cannon, Carl L.	Journalism, A List of References in English.	N. Y. Public Library

BIOGRAPHY

Bond, F. Fraser	*Mr. Miller of the (New York) Times	Scribner
Clarke, Tom	*My Northcliffe Diary	Cosmopolitan
Clendenin, Henry W.	Autobiography	State Register Co.
Cortissoz, Royal	The Life of Whitelaw Reid	Scribner
Crockett, Albert Stevens	When James Gordon Bennett Was Caliph of Bagdad	Funk-Wagnalls
Davis, Maurice	*The Caliph of Bagdad (O. Henry)	Appleton
Dennis, Charles H.	Eugene Field's Creative Years	Doubleday-Doran
Fyfe, Hamilton	Northcliffe, An Intimate Biography	Macmillan
Heaton, John L.	Cobb of The World	Dutton
Kansas City Star Staff	William Rockhill Nelson	Riverside Press
McRae, Milton A.	Forty Years in Newspaperdom	Brentano
Mitchell, E. P.	Memoirs of an Editor	Scribner
Nye, Bill	His Own Life Story	Century
Older, Fremont	My Own Story	Macmillan
Read, Opie	*I Remember	R. Smith
Rosebault, C. J.	*When Dana Was The Sun	McBride
Ross, P. D.	*Retrospects of a Newspaper Person	Oxford Press, Toronto
Seitz, Don C.	Horace Greeley	Bobbs-Merrill
Seitz, Don C.	Life and Letters of Joseph Pulitzer	Simon-Schuster
Seitz, Don C.	The James Gordon Bennetts	Bobbs-Merrill
Smythe, J. Henry, Jr.	The Amazing Benjamin Franklin	Frederick A. Stokes Co.
Stackpole, E. J.	Behind the Scenes with a Newspaper Man	Lippincott
Steffens, Lincoln	*Autobiography	Harcourt Brace
Stone, Melville E.	Fifty Years a Journalist	Doubleday-Doran
Watterson, Henry	Marse Henry	Doubleday-Doran
Wilson, R. Macnair	Lord Northcliffe	Lippincott
Winkler, John K.	Hearst	Simon & Schuster
Young, Art	On My Way	Liveright

CARTOON COLLECTIONS AND TECHNIQUE

Kirby, Rollin	*Highlights, A Cartoon History of the 1920's.	Payson
Rosenberg, Manual	Course in Newspaper Art	Pub. by Author
Webster, H. T.	*The Timid Soul	Simon & Schuster

CIRCULATION

Ball, F. M.	Circulation Problems in the Coming Newspaper	Holt
Scott, W. R.	Scientific Circulation Management	Ronald Press
Smith, Lloyd	The Paper Route	Burton Pub. Co.

COLUMN COLLECTIONS AND TECHNIQUE

Adams, George Matthew	Just Among Friends	Morrow
Bolitho, William	Camera Obscura	Simon & Schuster
Cobb, Irvin S.	Stickfuls	Doubleday-Doran
Davis, Hallam Walker	The Column	Knopf
Davis, Robert H.	Over My Left Shoulder	Appleton
Davis, Robert H.	Bob Davis Recalls	Appleton
Davis, Robert H.	Bob Davis Again	Appleton
Davis, Robert H.	On Home Soil with Bob Davis	Appleton
Morley, Christopher	Tales from a Rolltop Desk	Doubleday-Doran

EDITORIAL COLLECTIONS AND TECHNIQUE

Author	Title	Publisher
Bennett, Ira E.	Editorial from the Washington Post	Post Co.
Brisbane, Arthur	Editorial from the Hearst Newspapers	International Book Co.
Brisbane, Arthur	Today and the Future Day	Albertson Pub. Co.
Canby, Benet, etc.	Editorials from N. Y. Evening Post	Macmillan
Congdon, Charles T.	New York Tribune Essays	Redfield
Cunliffe, J. W. & Lomer G. R.	Writing Today	Century
Flint, N. A.	The Editorial	Appleton
Franklin, Fabian	People and Problems	Holt
Harris, Julia C.	Joel Chandler Harris, Editor and Essayist	N. C. Press
Hearn, Lafcadio	Editorials	Houghton-Mifflin
Heaton, J. L.	Cobb of The World	Dutton
Jones, Richard Lloyd	Saturday Sermonettes	Tulsa Tribune
Jones, Robert W.	The Editorial Page	Crowell
Matthews, F. T. (editor)	Casual Essays of the New York Sun	Cooke
* * *	Editorials from the Philadelphia North American	Lippincott
Nevins, Allan	American Press Opinion	D. C. Heath
Spencer, M. Lyle	Editorial Writing	Houghton-Mifflin
Sullivan, Mark (editor)	National Floodmarks	Doubleday-Doran
Watterson, Henry	Editorials	Doubleday-Doran
White, William Allen	The Editor and His People	Macmillan

FICTION

Adams, Samuel Hopkins	The Clarion	Houghton-Mifflin
Adams, Samuel Hopkins	Success	Houghton-Mifflin
Bent, Silas	Strange Bedfellows	Horace Liveright
Brooks, Jonathan	High Ground	Bobbs-Merrill
Cobb, Irvin S.	Alias Ben Alibi	Doubleday-Doran
Duranty, Walter	The Curious Lottery	Coward-McCann
Fowler, Gene	Trumpet in the Dust	Liveright
Gilman, Mildred	*Sob Sister	Cape & Smith
Gorman, Herbert	The Incredible Marquis, Alexander Dumas	Farrar and Rinehart
Harrington, H. F.	The Newspaper Club	E. C. Heath & Co.
Heyliger, William	The Making of Peter Gray	Appleton
Hough, Clara Sharpe	Not For Publication	Century
Smith, Willard K.	Bowery Murder	Doubleday-Doran & Co.
Smith, Henry Justin	Deadlines	Covici-McGee
Warner, Henry Edward	Songs of the Craft	Ransedell, Inc.
Williams, Ben Ames	Splendor	Dutton
Williams, Jesse Lynch	The Stolen Story	Scribner

FOREIGN JOURNALISM

Beraud, Henri	Le Flaneur Salarie	
Bucher, Karl	Die Enstehung der Volkswirtschaft (Early Journalism, see chapter "Die Ausange des Zeitungsvesens")	
Dubief, Eugene	La Journalisme (French journalism)	
Groth, Otto	Die Zeitung	
Hatin, M.	Histoire Politiques et Litteraire de la Presse.	
Kellen, Tony	Das Zeitungswesen (Comparative journalism)	
Kisch, E. E.	Klassischer Journalismus(Newspaper Classics)	
Klarwill, Victor (editor)	Fugger-Zeitungen (the English translation is entitled "The Fugger News-Letters" and published by Putnam)	
Lauzanne, Stephane	Sa Majeste la Presse	
Mataja, Victor	Die Reklame (German advertising)	
Solomon, Ludwig	Geschichte des Deutschen Zeitungswesens (History of German Journalism)	

FOREIGN JOURNALISM — IN ENGLISH

Hanazono, Kanesada	Journalism in Japan and Its Early Pioneers.	Osaka Shuppan-Sha
Hanazono, Kanesada	Development of Japanese Journalism	Osaka Mainichi
Levy, Raphael	Daily Press In France	University of Wisconsin
Kawabe, Kisabuno	The Press and Politics in Japan	Univ. of Chicago Press
Massart, Jean	The Secret Press in Belgium	Dutton
Wang, Y. P.	Rise of the Native Press in China	World Wide News

FOREIGN LANGUAGE PRESS

Park, Robert E.	The Immigrant Press and Its Control	Harper
Soltes, Mordecai	The Yiddish Press	Columbia Univ. Press

HISTORIES OF AMERICAN JOURNALISM

Author	Title	Publisher
Bleyer, Willard G.	Main Currents	Houghton-Mifflin
Dovifat, Emil	Der Amerikanische Journalismus	Verlags-Anstalt
Hudson, Frederic	Journalism in the U. S. 1690–1872	Harper
Lee, James Melvin	History of American Journalism	Houghton-Mifflin
Payne, George Henry	History of Journalism in the United States	Appleton
Rosewater, Victor	History of Cooperative News Gathering in the U. S.	Appleton
* * *	*Catholic Journalism in the U. S.	Columbia Univ. Press

HISTORIES OF BRITISH PRESS

Andrews, Alexander	History of British Journalism	Bentley
Bourne, H. R. Fox	English Newspapers	Chatto Windus
Graham, Walter	Beginnings of English Literary Periodicals	Oxford Press
Grant, James	The Newspaper Press	Tinsley
Hunt, F. Knight	The Fourth Estate	Bogue
McKenzie, F. A.	*The Daily Mail*	Associated Newspapers
Mills, W. H.	*The Manchester Guardian*	*Manchester Guardian*
Kitchin, F. H.	*The London Times*	Putnam
Muddiman, J. G.	History of English Journalism	Longmans-Green
Muddiman, J. G.	The King's Journalist	Lane

HISTORIES OF INDIVIDUAL NEWSPAPERS

Chamberlin, J. E.	The *Boston Transcript*	Houghton-Mifflin
Davis, Elmer	History of *The New York Times*	N. Y. Times Co.
Heaton, John L.	The Story of a Page — *New York World*	Harper
Hooker, Richard	The Story of *The Springfield Republican*	Macmillan
Lee, James Melvin	Oldest Daily Newspaper — *The Globe*	Com. Advertiser Asso.
Nevins, Allan	*The Evening Post* — A Century	Boni-Liveright
O'Brien, Frank M.	The Story of *The Sun*	Doubleday-Doran
* * *	TheW. G. N. (World's Greatest Newspaper).	Chicago-Tribune Co.
* * *	*The Sydney (Australia) *Morning Herald*	Pub. by the Paper

HOUSE ORGANS

Lee, James Melvin	"House Organs" in Business Writing	Ronald Press
O'Shea, Peter F.	Employees' Magazine	Wilson
Ramsay, Rovert E.	Effective House Organs	Appleton
* * *	Employee Magazines in the U. S.	Nat. Indus. Confer. Bd.
* * *	Facts on the House Organ Field	Colliers, Inc.

INDEX TO NEWSPAPERS

* * *	Index to News (Published Quarterly)	N. Y. Times

INDUSTRIAL JOURNALISM

Sweetland, Horace W.	Industrial Publishing	N. Y. Business Publishers Asso.
Wilson, Albert F. (editor)	Industrial Journalism	Advertising & Selling

JOURNALISM FOR HIGH SCHOOLS

Borah, L. A.	News Writing	Allyn-Bacon
Dillon, Charles	Journalism for High Schools	Noble
Flint, L. N.	Newspaper Writing in High Schools	University of Kansas
Harrington, H. F.	Writing for Print	Heath
Hyde, Grant Milnor	A Course in Journalistic Writing	Appleton
Otto, W. N.	Journalism for High Schools	Harcourt-Brace

STANDARD AND RECENT BOOKS ON JOURNALISM AND ADVERTISING

MISCELLANEOUS

Author	Title	Publisher
Allsopp, Fred W	Twenty Years in a Newspaper Office	Central Printing Co.
Barrett, J. W	*The End of the World	Harper
Bleyer, Willard G	Journalism	American Library Ass'n
Boettiger, John	*Jake Lingle	Dutton
Detweller, Frederick G	The Negro Press in the United States	Univ. of Chicago Press
Dunne, John P	Manufacture of Electrotypes	Olmstead, Perringwell & Leffingwell
Farrar, Fred	Type Book	Harper and Brothers
Gibbs, Sir Philip	Adventures in Journalism	Harper
Graves, W. Brooke	Readings in Public Opinion	Appleton
Grisell, T. O	Budgetary Control of Distribution	Harper and Brothers
Hubley, Ruth	Books Every Journalist Should Know	University of Washington Book Store
Isaacs, G. A	*Story of the Newspaper Printing Press	Coop. Printing Soc., Lond.
Mavity, Nancy Barr	The Modern Newspaper	Henry Holt
Odegard, Peter	The American Public Mind	Columbia Univ. Press
Reilly, William J	Marketing Investigation	Ronald Press
Seldes, George	You Can't Print That	Payson & Clarke
Spender, J. Alfred	Life, Journalism, and Politics	Stokes
Williams, Sara Lockwood	Twenty Years of Education for Journalism	E. W. Stephens Pub. Co.
Woodward, J. L	Foreign News in American Morning Newspapers	Columbia Univ. Press

NEWSPAPER ETHICS

Author	Title	Publisher
Crawford, Nelson Antrim	Ethics of Journalism	Knopf
Flint, L. N	Conscience of the Newspaper	Appleton
Hadley, Arthur Twining	"The Formation of Public Opinion" in Standards of Public Morality	Macmillan
Hapgood, Norman	"Ethics of Journalism" in Everyday Ethics.	Yale University Press
Holt, Hamilton	Commercialism and Journalism	Houghton-Mifflin
Lee, James Melvin	"Ethics for Newspaper Men" in the Coming Newspaper	Holt
Lippmann, Walter	Public Opinion	Harcourt-Brace

NEWSPAPER LAW AND LIBEL

Author	Title	Publisher
Arthur & Crosman	The Law of Newspapers	McGraw-Hill
Dawson, Samuel Arthur	Freedom of the Press	Columbia Univ. Press
Hale, William G	Law of the Press	West Pub. Co.
Henderson, William G	Law of Libel as it Affects the Press	Chemical Bank Note Co.
Yankwich, L. R., LL.D	Essays in the Law of Libel	Parker, Stone & Baird Co.
Wherry, W. M	"Law of Libel" in Newspaper Work	Frank-Maurice

NEWSPAPER MANUALS

Author	Title	Publisher
Allen, Eric W	Printing for Journalists	Knopf
Bastian, George C	Editing the Day's News	Macmillan
Bierce, Ambrose	Write It Right	Neale Pub. Co.
Gavit, John Palmer	Reporter's Manual	Published by Author
Hyde, Grant Milnor	Handbook for Newspaper Workers	Appleton
Mapel, W. L	*When in Doubt	Virginia Pub. Co.
Maulsby, William	Getting the News	Harcourt-Brace
McCarthy, James	The Newspaper Worker	Frank-Maurice
Olson, Kenneth E	Typography and Mechanics of the Newspaper	Appleton
Sorrells, John H	The Working Press	Ronald Press

NEWSPAPER MAKING

Author	Title	Publisher
Bleyer, Willard G	Profession of Journalism	Little-Brown
Browne, B. O	Problems of Newspaper Publishing	Harper & Bros.
Dana, Charles Anderson	Art of Newspaper Making	Appleton
Given, John J	Making a Newspaper	Holt
Herd, Harold	Making of Modern Journalism	Allen & Unwin
Hyde, Grant Milnor	Newspaper Editing	Appleton
Philips, Melville (editor)	Making of a Newspaper	Putnam
Porte, R. T	The News Publisher	Porte Pub. Co.
Rogers, Jason	Newspaper Building	Harper
Rogers, Jason	Newspaper Making	Published by Author
Shuman, Edwin L	Practical Journalism	Appleton
Thayer, Frank	Newspaper Management	Appleton
Thorpe, Merle (editor)	The Coming Newspaper	Holt
Williams & Martin	Practice of Journalism	Missouri Book Co.
Yost, Casper S	Principles of Journalism	Appleton
* * *	Pictured Encyclopaedia of the World's Greatest Newspaper	Chicago Tribune

NEWSPAPER MAKEUP

Author	Title	Publisher
Mahin, Helen Ogdin	Development of the Newspaper Headline	Wahr
Radder, Norman J	Newspaper Make-up and Headlines	McGraw-Hill

NEWS

Author	Title	Publisher
Johnson, Gerald W	What is News	Knopf
McCormick, Robert R	What is a Newspaper	Chicago Tribune
Warren, Carl N	News Reporting	Harper & Bros.

NEWS STORIES

Author	Title	Publisher
Anthony, Joseph (editor)	Best News Stories of 1923, 1924, 1925	Small-Maynard
Bleyer, Willard Grosvenor	Types of News Writing	Houghton-Mifflin
Harrington, H. F	Typical Newspaper Stories	Ginn

NEWS WRITING

Author	Title	Publisher
Bastian, George C	Graded Exercises in News Editing	Macmillan
Bleyer, Willard Grosvenor	Newspaper Writing and Editing	Houghton-Mifflin
Bush, Chilton R	Newspapers Reporting of Public Affairs	Appleton
Corbin, Charles R	Why News Is News	Ronald Press
Harrington & Frankenberg	Essentials in Journalism	Ginn
Harwood, Dix	Getting and Writing News	Doubleday-Doran
Hoover, Donald D	*Copy!	Crowell
Hyde, Grant Milnor	Newspaper Reporting and Correspondence	Appleton
Miller, Douglas Wood	Practical Exercises in News Writing and Editing	Heath
Neal, Robert Wilson	News and News Writing	H. C. School
Ross, Charles G	Writing of News	Holt
Spencer, M. Lyle	News Writing	Heath
Will, Allen Sinclair	*Education for Newspaper Life	Essex Press, Newark, N.J.

PLAYS — NEWSPAPER

Author	Title	Publisher
Hecht & MacArthur	The Front Page	Covici-Fried
Weitzenkorn, Louis	*Five Star Final	Samuel Freisch

PROOF READING

Author	Title	Publisher
Dobbs, John Franklin	Proof Reading and Style	Academy Press
Ives, George G	Text, Type, and Style	Little-Brown

PUBLICITY

Author	Title	Publisher
Bernays, E. L	Propaganda	Liveright
Reichenbach, Harry	*Phantom Fame	Simon & Schuster
Riis, Bonner	Publicity	Sears

RADIO AND NEWSPAPER

Author	Title	Publisher
Bickel, Karl	Newspapers and the Radio	Lippincott
Codel, Martin	Radio and Its Future	Harper
Goldsmith and Lescarboura	This Thing Called Broadcasting	Henry Holt

SCHOOLS OF JOURNALISM

Author	Title	Publisher
Lee, James Melvin	Technical Instruction in Journalism in Institutions of Higher Education	Bureau of Education, Washington, D. C.

SURVEY AND CRITICISM

Author	Title	Publisher
Angell, Norman	The Press and the Organization of Society	Labor Pub. Co.
Belloc, Hilaire	The Free Press	Allen-Unwin
Bent, Silas	Ballyhoo	Boni-Liveright
Lippmann, Walter	Liberty and the News	Harcourt-Brace
Radder, Norman J	Newspapers in Community Service	McGraw-Hill
Salmon, Lucy Maynard	The Newspapers and the Historian	Oxford University Press
Salmon, Lucy Maynard	The Newspaper and Authority	Oxford University Press
Villard, Oswald Garrison	Some Newspapers and Newspapermen	Knopf
Villard, Oswald Garrison	The Press Today	The Nation
Morris, Robert T	Editorial Silence	Stratford

VOCATIONAL BOOKS

Author	Title	Publisher
Lee, James Melvin	Opportunities in the Newspaper Business	Harper
Lord, Chester S	The Young Man and Journalism	Macmillan
Seitz, Don C	Training for the Newspaper Trade	Lippincott
Williams, Talcott	The Newspaper Man	Scribner

WAR CORRESPONDENCE

Author	Title	Publisher
Bullard, F. Lauriston	Famous War Correspondents	Little-Brown
Johnson, Thomas M	Without Censor	Dobbs-Merrill
Paine, Ralph D	Roads of Adventure	Houghton-Mifflin

WASHINGTON CORRESPONDENTS

Author	Title	Publisher
Essary, J. Frederick	Covering Washington	Houghton-Mifflin

WEEKLIES

Author	Title	Publisher
Atwood, Millard V	The Country Newspaper	McClurg
Bing, Phil C	Country Weekly	Appleton
Buxbee, O. F	Establishing a Newspaper	Inland Printer Co.
Crawford, Nelson Antrim	Agricultural Journalism	Knopf
Harger, Charles Moreau	"The Country Editor of Today" in the Profession of Journalism	Little-Brown
Harris, E. P. and F	The Community Newspaper	Appleton
Powell, J. B	Getting Subscribers for the Country Newspaper	University of Missouri
Radder, Norman J	The Small City Daily and The Country Weekly	Indiana University Book Store
Ross, Charles G	News in the Country Paper	University of Missouri
Saffley, James Clifford	The Country Newspaper and Its Operation	Appleton
Tennal, Ralph	"Modern Type of Country Journalism" in the Coming Newspaper	Holt
Wiley, Malcolm W	The Country Newspaper	University of N. C. Press

WOMEN IN JOURNALISM

Author	Title	Publisher
Bennet, E. A	Journalism for Women	Lane
Boughner, Genevieve J	Women in Journalism	Appleton
Brazelton, Ethel M. Colson	Writing and Editing for Women	Funk & Wagnalls

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Lincoln, Nebraska, State Journal
Lincoln, Nebraska, Sunday Journal-Star
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NEWSPAPER LINAGE, 23 CHIEF CITIES, 1923-1931

NEWSPAPERS published in 23 leading cities of the United States published during 1930 a total of 1,010,600,455 agate lines, a decrease of 98,532,546 agate lines, or 9.7 per cent less than was published in these cities during 1929. The 1930 total is the lowest noted since 1920 in this tabulation, which has been the only continuous record of newspaper linage since 1914. The newspapers from which the 1931 totals were derived are as follows:

Atlanta Constitution, Atlanta Georgian American, Atlanta Journal, Baltimore American, Baltimore News, Baltimore Sun, Baltimore Evening Sun, Baltimore Post, Birmingham Age-Herald, Birmingham News, Boston American, Boston Globe, Boston Herald and Traveler, Boston Post, Boston Transcript, Boston Record, Buffalo Courier-Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald & Examiner, Chicago Journal, Chicago Post, Chicago Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland News and Sunday News, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit Mirror, Detroit News, Detroit Times, Houston Chronicle, Houston Post-Dispatch, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Journal-Post, Kansas City Star and Times, Los Angeles Herald & Express, Los Angeles Record, Los Angeles Examiner, Los Angeles Illustrated News, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Wisconsin-Milwaukee News, Minneapolis Journal, Minneapolis Tribune, New Orleans Item-Tribune, New Orleans States, New Orleans Times-Picayune, New York American, Brooklyn Eagle, Brooklyn Times, Brooklyn Standard Union, New York Graphic, New York Mirror, New York Evening Post, New York Sun, New York World-Telegram, New York Daily News, New York Times, New York Herald Tribune, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Public Ledger, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, Portland News-Telegram, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star, St. Louis Times, St. Paul Dispatch, St. Paul Pioneer Press, St. Paul News, San Francisco Examiner, San Francisco Chronicle, San Francisco Daily News, San Francisco Call-Bulletin, Washington Post, Washington Star, Washington Times, Washington Herald and Washington News.

1931

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,951,046	2,152,459	2,615,091	2,596,058	2,632,974	2,310,994	1,994,434	2,080,618	2,159,928	2,496,693	2,306,363	2,194,454	27,491,112
Baltimore	3,122,570	3,107,281	3,911,733	3,918,423	3,992,028	3,617,288	3,150,168	3,096,981	3,489,642	4,030,875	3,794,781	3,436,305	42,668,075
Birmingham	1,705,994	1,661,490	2,003,511	1,937,098	1,942,827	1,869,715	1,652,836	1,573,438	1,712,326	1,774,938	1,584,548	1,584,863	21,003,584
Boston	5,631,792	4,882,794	6,485,462	6,472,481	6,581,548	5,726,195	4,358,599	4,455,132	5,563,118	6,436,698	6,122,716	5,781,467	68,498,002
Buffalo	2,113,157	2,081,567	2,784,542	2,890,892	2,723,303	2,409,606	1,978,389	1,979,960	2,399,623	2,723,555	2,780,371	2,339,618	29,204,583
Chicago	5,261,991	4,834,356	6,159,475	6,417,839	5,974,521	5,271,774	4,417,110	4,267,876	4,684,608	5,825,961	5,291,032	4,876,652	63,283,195
Cincinnati	2,714,637	2,586,641	3,276,875	3,204,101	3,186,023	2,697,056	2,333,459	2,220,476	2,507,115	2,904,508	2,767,451	2,732,943	33,131,285
Cleveland	2,812,783	2,744,028	3,481,320	3,485,407	3,264,687	2,873,050	2,715,223	2,584,675	3,262,467	3,445,605	3,078,445	2,813,645	36,561,335
Detroit	3,455,008	3,433,937	4,378,592	4,299,362	4,218,198	3,564,412	2,818,331	2,902,719	3,261,044	3,714,672	3,486,033	3,418,836	42,951,144
Houston	2,419,904	2,261,770	2,916,539	2,915,273	3,119,297	2,716,655	2,512,397	2,256,398	2,433,353	2,548,678	2,558,550	2,682,155	31,340,969
Indianapolis	2,238,869	2,280,248	2,664,492	2,681,765	2,648,363	2,424,545	2,137,950	1,968,816	2,192,957	2,661,990	2,445,455	2,430,348	28,775,798
Kansas City	2,326,143	2,438,265	2,899,483	2,366,946	2,942,531	2,648,560	2,353,019	2,333,438	2,393,252	2,691,273	2,717,555	2,523,976	30,634,441
Los Angeles	5,200,296	4,759,125	5,728,143	5,276,105	5,350,602	5,027,392	4,751,459	4,680,669	4,542,730	5,080,187	4,904,350	4,254,509	59,555,567
Milwaukee	2,490,406	2,454,934	3,142,170	3,312,031	3,342,869	2,815,271	2,340,527	2,291,606	2,829,333	3,207,083	2,835,132	2,776,871	33,838,233
Minneapolis	2,584,801	2,318,060	2,908,678	2,888,482	2,846,105	2,602,121	2,148,188	2,252,544	2,669,192	2,867,354	2,632,987	2,472,971	31,191,483
New Orleans	2,641,151	2,544,818	3,207,998	2,926,931	3,019,329	2,826,544	2,619,862	2,710,995	2,880,834	3,362,646	3,308,236	3,296,328	35,345,672
New York	12,550,348	11,596,936	13,964,274	13,495,282	13,053,283	12,462,458	9,091,169	9,354,522	12,893,788	14,722,291	13,290,082	12,323,693	149,298,126
Philadelphia	5,379,805	4,856,851	6,054,524	6,052,167	6,058,982	5,600,166	4,439,022	4,121,866	5,185,937	6,485,336	5,759,801	5,293,251	65,287,708
Portland	2,233,991	2,324,050	2,662,296	2,571,257	2,284,749	2,073,707	1,915,392	1,915,128	1,928,478	2,163,481	1,894,003	1,866,110	25,832,642
St. Louis	2,882,401	3,087,159	3,691,604	3,717,449	3,593,889	3,134,925	2,518,349	2,638,149	2,975,927	3,316,814	3,433,133	3,222,314	38,212,113
St. Paul	1,951,136	2,150,127	2,476,824	2,521,596	2,326,016	2,064,020	1,804,046	1,926,540	2,142,770	2,347,184	2,212,602	2,013,202	25,936,063
San Francisco	3,296,402	3,268,771	3,901,406	3,786,622	3,830,964	3,386,025	3,335,088	3,437,964	3,224,051	3,739,795	3,527,552	3,234,355	41,968,995
Washington	3,463,960	3,463,546	4,459,951	4,222,344	4,487,304	4,063,604	3,483,132	3,439,442	3,968,888	4,720,172	4,466,751	4,351,236	48,590,330
Monthly totals	80,428,591	77,289,213	95,774,983	93,955,911	93,902,392	84,186,083	70,868,149	70,489,952	81,301,361	93,267,789	86,197,929	81,920,102	1,010,600,455

1930

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.	City Total
Atlanta	2,470,272	2,611,015	3,083,384	3,004,193	2,851,812	2,538,468	2,143,247	2,173,520	2,481,746	2,686,072	2,524,998	2,352,815	30,921,542
Baltimore	3,698,383	3,360,659	4,215,301	4,318,668	4,236,526	3,787,811	3,207,245	3,175,441	3,885,831	4,486,758	4,025,407	3,603,151	46,001,181
Birmingham	2,223,599	2,207,440	2,591,107	2,551,480	2,505,587	2,145,209	1,900,794	1,917,107	2,263,028	2,406,030	2,099,688	1,921,607	26,732,676
Boston	6,572,649	6,252,333	5,524,933	5,822,634	5,828,747	4,977,236	3,714,319	3,786,565	6,160,179	6,781,491	6,285,715	6,199,552	67,906,353
Buffalo	2,647,034	2,426,965	3,111,115	3,439,927	3,234,494	2,706,928	2,114,518	1,939,976	2,705,047	3,183,252	2,746,476	2,639,417	32,895,149
Chicago	6,311,275	5,826,202	6,941,114	7,702,056	7,077,014	6,347,354	4,986,644	5,603,303	6,100,930	6,833,711	6,479,859	5,559,606	75,769,058
Cincinnati	3,238,118	3,093,760	3,623,472	3,664,868	3,682,974	3,263,461	2,671,843	2,540,443	3,100,584	3,653,414	3,289,288	2,988,667	38,810,894
Cleveland	3,293,361	3,003,964	3,618,791	3,947,067	3,892,910	3,438,171	2,706,523	2,497,951	3,219,314	3,625,128	3,149,523	2,972,961	39,365,664
Detroit	4,461,832	4,104,670	4,738,209	5,004,747	4,911,061	4,365,595	3,347,047	3,271,442	4,169,776	4,404,707	3,927,118	3,643,203	50,349,407
Houston	2,562,430	2,508,215	3,215,832	3,167,932	3,101,104	2,778,090	2,558,879	2,289,029	3,020,517	3,090,280	2,927,678	3,043,633	34,263,619
Indianapolis	2,450,788	2,433,608	2,811,682	2,981,396	2,935,357	2,627,975	2,250,887	2,033,884	2,529,051	2,790,862	2,558,068	2,479,342	30,882,909
Kansas City	2,655,540	2,793,653	3,360,160	3,468,452	3,453,922	3,057,116	2,590,196	2,476,780	2,867,404	3,069,467	2,944,537	2,754,814	35,492,041
Los Angeles	5,802,627	5,522,307	6,078,583	5,878,674	6,050,663	5,602,360	4,932,552	4,744,936	5,308,281	5,945,412	5,368,902	4,827,043	66,062,349
Milwaukee	2,761,955	2,496,964	3,136,768	3,317,016	3,448,012	2,933,158	2,193,266	2,191,128	2,770,130	3,125,013	2,854,690	2,661,092	33,889,192
Minneapolis	2,786,542	2,453,371	2,926,895	3,250,979	3,111,875	2,732,964	2,286,878	2,250,380	2,990,851	3,186,570	2,845,581	2,718,873	33,541,759
New Orleans	3,198,734	2,948,678	3,619,192	3,586,239	3,587,802	3,057,911	2,711,980	2,633,529	3,040,297	3,483,568	3,497,820	3,249,955	37,615,705
New York	13,931,034	12,073,602	14,821,973	14,762,325	14,587,907	13,796,228	9,714,319	10,110,517	13,801,527	15,591,946	14,324,658	12,997,012	160,513,068
Philadelphia	5,934,183	5,325,485	6,432,863	6,644,555	6,698,871	6,085,473	4,781,875	4,384,929	5,929,912	6,936,815	6,314,436	5,629,214	71,098,611
Portland, Ore	2,435,626	2,566,558	3,136,638	2,971,356	3,069,252	2,709,411	2,515,108	2,350,944	2,634,511	2,983,471	2,617,856	2,437,311	32,428,042
St. Louis	3,320,014	3,436,646	4,060,652	4,330,804	4,063,205	3,590,345	2,805,920	2,656,928	3,603,270	3,763,441	3,413,331	3,270,417	42,314,973
St. Paul	2,205,225	2,243,181	2,615,431	2,591,801	2,602,964	2,179,169	1,839,524	1,925,684	2,422,638	2,675,596	2,276,176	2,120,523	27,697,912
San Francisco	3,905,989	3,812,480	4,342,412	4,287,484	4,332,179	3,800,092	3,495,221	3,556,178	3,746,137	4,097,078	3,800,275	3,177,822	46,353,347
Washington	3,694,511	3,506,139	4,274,138	4,239,993	4,566,101	3,984,532	3,263,329	3,163,754	4,171,784	4,779,918	4,362,692	4,220,279	48,227,170
Total, by months	92,561,721	87,007,895	102,280,645	104,934,646	103,830,339	92,505,057	74,732,114	73,674,348	92,922,745	103,580,000	94,634,772	86,468,309	1,109,132,591

1929

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	2,792,184	2,680,119	3,265,118	3,052,002	3,285,200	2,964,077	2,522,843	2,696,508	2,978,229	3,482,394	3,001,425	3,090,822	35,810,921
Baltimore	3,868,781	3,495,519	4,200,239	4,207,586	4,307,241	3,887,162	3,381,997	3,264,751	4,272,131	5,168,993	4,530,021	4,079,824	48,664,245
Birmingham	2,498,533	2,538,582	3,042,663	2,691,280	3,110,840	2,630,332	2,290,016	2,362,950	2,730,673	3,077,340	2,697,534	2,580,620	32,251,363
Boston	6,520,482	5,474,091	7,760,242	7,133,309	7,750,197	6,840,665	5,112,872	5,341,938	7,031,954	8,362,633	7,540,853	5,830,516	80,705,752
Buffalo	3,208,499	2,966,748	3,791,086	3,898,521	4,030,559	3,495,108	2,855,265	2,853,530	3,708,788	4,043,983	3,757,797	3,220,688	41,830,552
Chicago	7,258,731	6,447,708	8,686,336	8,377,070	8,401,931	7,368,821	5,954,566	5,961,614	7,772,520	8,878,152	7,135,477	7,036,863	89,297,789
Cincinnati	3,540,912	3,311,746	4,060,032	3,958,297	4,123,680	3,568,945	3,138,802	3,065,852	3,029,707	4,126,369	3,763,900	3,700,738	43,988,980
Cleveland	3,573,217	3,298,723	3,987,686	4,015,640	4,237,363	3,767,889	7,490,374	3,311,952	3,927,972	4,422,155	4,102,866	3,515,427	49,651,264
Detroit	4,920,429	4,656,426	6,105,820	5,923,948	6,246,567	4,972,427	4,398,612	4,441,285	5,552,631	6,181,110	5,623,383	4,895,730	63,918,368
Houston	2,758,327	2,597,669	3,425,218	3,282,466	3,461,617	3,172,772	2,835,387	2,838,200	3,480,019	3,513,388	3,442,163	3,641,862	38,359,088
Indianapolis	2,770,898	2,751,410	3,279,986	3,327,242	3,558,145	3,257,428	2,905,098	2,842,021	3,190,441	3,568,586	3,367,052	3,078,018	37,891,325
Kansas City	2,804,114	2,947,791	3,460,613	3,339,519	3,684,962	3,539,539	3,068,671	3,076,090	3,579,668	3,822,905	3,638,924	3,291,205	40,254,001
Los Angeles	6,373,309	5,952,706	6,839,591	6,654,408	6,893,341	6,429,070	5,615,735	5,599,324	6,597,101	7,014,263	6,557,380	5,901,000	76,427,228
Milwaukee	2,849,228	2,627,024	3,524,772	3,383,470	2,880,252	3,232,857	2,600,594	2,633,303	3,427,210	4,909,658	3,578,359	2,946,677	38,593,404
Minneapolis	2,805,955	2,713,762	3,162,380	3,342,068	3,370,601	2,987,273	2,565,858	2,729,417	3,455,976	3,576,583	3,415,938	3,016,222	37,142,033
New Orleans	3,475,592	3,163,838	4,257,125	3,794,132	3,926,151	3,552,349	3,058,566	3,103,993	3,447,836	3,755,540	3,858,459	4,080,765	43,474,346
New York	15,484,247	13,488,068	16,556,545	15,909,215	16,536,107	14,959,736	11,373,696	11,513,131	16,374,657	18,022,376	15,909,371	14,789,152	180,916,301
Philadelphia	6,647,870	5,988,829	7,271,093	7,097,348	7,620,893	6,831,180	5,417,122	5,119,879	6,948,284	8,014,195	7,047,851	6,366,261	80,370,805
Portland, Ore	2,511,161	2,351,421	3,007,837	2,990,649	3,197,030	2,790,877	2,537,978	6,754,458	3,002,250	3,319,691	3,085,767	2,942,459	38,491,580
St. Louis	3,752,144	3,852,700	4,716,638	4,445,950	4,711,633	4,248,645	3,468,176	3,520,051	4,552,296	4,806,972	4,323,783	4,061,760	50,460,748
St. Paul	2,284,146	2,456,636	2,624,446	2,757,378	2,813,636	6,025,052	4,675,545	2,287,190	2,697,507	3,057,959	2,832,873	2,450,196	36,962,564
San Francisco	4,329,285	4,004,235	4,990,210	4,844,827	5,120,914	4,487,397	4,075,220	4,584,801	4,374,886	4,893,678	4,502,784	4,071,879	54,280,116
Washington	2,896,397	3,794,800	4,766,605	4,501,060	4,678,266	4,307,136	3,366,167	3,550,728	4,564,671	5,311,207	4,717,052	4,548,429	51,002,510
Totals, by months	99,924,441	93,559,557	116,782,281	112,920,367	117,953,126	109,316,737	89,093,425	93,452,965	111,247,409	115,310,130	112,431,012	103,137,113	1,292,745,591

1928

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	2,609,470	2,610,820	3,084,970	8,127,092	3,009,434	2,776,962	2,366,080	2,694,098	2,755,570	3,110,379	3,212,891	3,019,961	39,377,727
Baltimore	3,845,605	3,587,551	4,232,876	4,212,450	4,382,435	4,060,025	3,372,244	3,312,972	3,856,268	4,494,836	4,424,562	3,948,374	47,730,190
Birmingham	2,406,502	2,508,366	2,956,898	2,932,888	2,896,698	2,632,378	2,448,502	2,553,138	2,685,760	2,949,268	2,931,544	2,738,162	32,640,104
Boston	6,224,788	5,222,270	6,482,346	6,563,872	6,645,196	6,294,422	4,753,271	4,090,114	5,306,992	5,925,065	5,972,745	5,895,025	69,376,286
Buffalo	2,840,843	2,736,277	3,618,201	3,628,242	3,700,222	3,300,952	2,645,538	2,724,909	3,402,875	4,085,298	4,243,492	3,794,638	40,721,487
Chicago	6,944,166	6,541,536	7,924,647	8,160,180	7,729,542	7,178,076	5,686,086	6,271,917	7,336,486	8,412,972	8,146,329	7,795,341	88,117,278
Cincinnati	3,366,300	3,155,000	3,796,500	3,746,708	3,786,160	3,532,018	3,055,654	2,959,124	3,310,328	3,893,680	3,934,490	3,994,956	42,530,918
Cleveland	3,492,825	3,224,175	3,959,175	4,119,600	3,950,250	3,570,900	3,045,150	3,368,025	3,754,200	4,274,925	4,254,225	3,880,125	44,893,575
Detroit	4,521,874	4,218,662	5,081,580	5,390,532	5,247,536	4,900,518	4,237,338	4,441,556	5,220,432	5,870,900	5,827,234	5,337,400	60,295,540
Houston	2,729,720	2,597,014	3,168,032	3,287,802	3,228,722	3,298,470	2,660,658	2,547,650	3,114,776	3,257,140	3,200,002	3,910,494	37,000,480
Indianapolis	2,604,096	2,595,267	3,011,573	3,130,524	3,246,441	3,009,940	2,530,341	2,485,425	2,764,068	3,246,798	3,139,695	3,187,914	34,952,082
Kansas City	2,890,253	3,063,387	3,685,194	3,649,489	3,574,029	3,531,507	2,936,360	3,110,900	3,405,380	5,536,274	3,542,038	3,355,560	42,280,371
Los Angeles	6,610,205	6,177,762	6,732,747	6,607,415	6,608,962	6,324,999	5,890,458	5,813,976	6,375,418	6,746,600	6,611,780	6,239,450	76,739,761
Milwaukee	2,710,880	2,654,871	3,154,169	3,201,856	3,456,426	2,912,978	2,437,040	2,561,484	3,238,821	3,506,611	3,443,156	3,023,615	36,301,907
Minneapolis	2,541,155	2,418,637	2,973,279	2,966,675	3,159,199	2,912,747	2,418,263	2,677,905	3,148,149	3,379,784	3,168,462	2,913,386	34,677,641
New Orleans	3,257,669	3,168,988	3,843,750	3,876,780	3,782,575	3,331,555	3,099,875	3,192,681	3,471,706	3,944,672	3,978,903	4,258,943	43,208,697
New York	15,059,044	12,938,496	15,209,320	15,728,878	15,123,686	14,509,205	11,123,129	11,071,659	15,796,704	17,543,699	16,982,362	15,523,316	176,609,498
Philadelphia	6,588,815	5,904,490	7,114,608	7,039,836	7,031,306	6,708,236	5,199,590	5,073,839	6,654,540	7,897,380	7,215,339	6,548,861	78,976,848
Portland, Ore	2,431,226	2,252,124	2,979,802	2,957,270	3,244,152	2,811,690	2,539,572	2,673,608	2,813,356	2,951,382	3,047,198	2,976,985	33,678,365
St. Louis	3,398,200	3,623,720	4,064,400	4,293,120	4,209,500	3,739,600	3,175,440	3,420,800	4,105,060	4,592,160	4,410,280	4,469,700	47,501,980
St. Paul	2,062,074	2,329,516	2,632,130	2,640,932	2,443,882	2,258,032	1,972,642	2,237,914	2,584,260	2,965,200	2,812,670	2,351,370	29,290,632
San Francisco	4,214,593	3,984,324	4,487,942	4,484,825	4,480,911	3,958,388	3,507,714	3,954,080	3,947,908	4,343,402	4,351,312	4,379,158	50,094,557
Washington	4,158,783	3,873,497	4,541,445	4,512,388	4,519,508	4,069,844	3,356,000	3,396,091	4,104,616	4,836,372	4,626,118	4,541,431	50,536,693
Totals	97,509,086	91,386,750	108,735,584	115,259,454	109,456,772	101,623,433	84,456,945	86,633,865	103,143,673	117,764,797	113,476,827	108,084,165	1,237,531,351

1927

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,811,198	2,348,140	2,904,471	2,239,790	2,259,908	1,861,083	1,671,089	2,375,039	2,628,967	3,322,706	3,016,939	2,771,908	29,211,238
Baltimore	4,060,995	3,748,292	4,554,530	4,803,285	4,607,070	4,256,157	3,644,976	3,425,613	4,323,211	4,901,966	4,654,527	4,322,802	51,303,424
Birmingham	2,397,906	2,470,426	2,774,240	2,818,690	2,780,358	2,494,548	2,336,894	2,171,932	2,587,998	2,837,688	2,685,200	2,805,824	31,161,704
Boston	6,241,732	5,207,902	6,685,942	6,954,777	7,137,870	6,371,211	5,049,330	4,940,862	6,237,611	7,199,167	7,051,285	7,027,418	76,105,107
Buffalo	2,817,163	2,546,719	3,188,245	3,648,129	3,653,136	3,318,056	2,628,452	2,651,464	3,211,567	3,684,229	3,457,673	3,679,625	38,484,458
Chicago	6,865,101	6,826,284	8,082,717	8,524,614	8,603,688	7,622,649	5,931,603	6,334,983	7,518,765	8,716,308	7,934,367	7,622,259	90,583,338
Cincinnati	3,355,200	3,238,500	3,887,190	3,963,600	4,086,000	3,498,600	3,077,700	2,964,900	3,403,500	3,864,600	3,918,900	3,933,300	43,191,900
Cleveland	3,362,400	3,282,750	3,891,900	4,172,100	4,262,250	3,679,500	3,058,425	3,235,525	3,681,825	4,164,150	3,954,750	3,696,975	44,442,550
Detroit	4,842,306	4,370,422	5,314,722	5,301,114	5,507,040	4,911,990	4,122,902	4,086,250	4,854,108	5,515,104	4,924,486	4,683,532	58,433,976
Houston	2,866,108	2,649,448	3,036,768	3,327,044	3,253,180	2,820,776	2,634,744	2,421,700	2,981,440	3,428,040	3,261,090	3,524,206	36,204,544
Indianapolis	2,670,003	2,678,553	3,167,112	3,451,944	3,400,714	3,141,825	2,701,818	2,610,333	2,919,066	3,359,019	3,154,710	3,341,214	36,596,311
Kansas City	2,865,272	3,021,598	3,406,430	3,492,675	3,619,729	3,173,629	2,744,652	2,738,178	3,253,930	3,573,703	3,525,617	3,379,093	38,794,506
Los Angeles	6,869,758	6,249,515	7,134,598	7,492,085	7,412,555	6,904,319	6,178,105	5,975,241	6,591,126	7,020,260	6,684,467	6,423,807	80,935,836
Milwaukee	2,614,279	2,453,820	3,077,620	3,394,676	3,741,590	3,148,628	2,521,961	2,482,539	3,168,314	3,705,741	3,498,571	3,213,360	37,021,099
Minneapolis	2,588,505	2,457,149	2,740,944	3,250,054	3,257,311	2,958,398	2,432,782	2,616,951	2,930,168	3,151,069	2,964,004	2,840,087	34,187,422
New Orleans	3,533,088	3,405,518	3,880,555	4,214,643	3,759,568	3,718,174	3,273,751	3,191,850	3,645,737	4,225,481	4,022,699	4,697,634	45,568,698
New York	14,972,937	12,897,292	15,287,006	15,708,572	15,583,260	14,346,018	10,989,672	11,080,160	14,920,902	17,208,422	15,827,140	14,719 484	173,540,865
Philadelphia	6,213,693	5,683,455	6,771,104	7,057,404	7,208,538	6,651,673	5,167,175	5,083,179	6,361,403	8,260,527	7,592,104	6,937,458	78,987,713
Portland, Ore.	2,837,756	2,675,401	3,182,813	3,393,782	3,257,941	3,046,540	2,374,316	2,464,194	2,709,714	2,751,294	3,046,718	3,176,610	34,917,079
St. Louis	3,663,520	3,821,420	4,288,900	4,445,040	4,380,220	3,820,880	3,079,380	3,309,580	3,876,780	4,444,220	4,455,020	4,304,600	47,889,560
St. Paul	2,047,682	2,297,456	2,434,182	2,862,594	2,698,346	2,271,290	1,976,184	2,165,450	2,298,478	2,773,092	2,475,690	2,279,048	28,579,492
San Francisco	4,546,312	4,065,274	4,825,937	4,830,978	4,970,728	4,424,119	4,011,980	4,130,329	4,339,545	4,868,301	4,690,758	4,379,310	54,083,571
Washington	4,532,904	4,320,267	5,028,389	4,921,033	4,931,566	4,311,359	3,777,176	3,608,529	4,593,235	5,201,039	4,879,937	4,966,226	55,071,660
Totals	98,575,818	92,715,601	109,546,225	114,268,623	114,372,566	102,751,422	85,385,067	86,064,781	103,037,390	118,176,126	111,676,652	108,725,780	1,245,296,051

1926

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,049,468	1,068,186	1,314,124	1,330,770	1,422,988	1,207,682	1,867,908	1,213,142	2,064,452	2,500,722	2,783,221	1,205,734	19,028,397
Baltimore	4,190,236	3,785,164	4,767,752	4,952,953	4,962,662	4,753,800	3,981,258	3,727,688	4,409,392	5,306,546	4,919,040	4,466,247	54,222,738
Birmingham	2,404,136	2,324,896	2,932,986	3,045,182	2,963,534	2,660,182	2,445,282	2,615,788	2,693,586	3,155,754	2,827,006	2,804,732	32,873,064
Boston	6,388,169	5,076,196	7,003,130	6,987,201	7,501,700	6,640,566	5,188,306	5,365,587	6,396,915	7,551,777	6,940,076	6,893,269	77,932,892
Buffalo	3,566,538	3,016,093	4,008,624	4,120,377	4,135,191	3,670,378	2,726,149	2,915,894	3,270,390	4,010,900	3,441,153	3,498,743	42,380,430
Chicago	7,456,296	6,882,489	8,223,657	8,392,422	8,803,542	7,770,381	6,128,904	6,459,081	7,753,155	9,132,900	7,925,283	7,503,963	92,432,073
Cincinnati	3,195,600	2,986,500	3,762,300	3,840,300	3,892,800	3,380,400	2,988,900	2,959,500	3,382,500	4,152,000	3,977,700	3,879,600	42,398,100
Cleveland	3,579,000	3,312,150	4,061,625	4,396,350	4,315,575	3,886,125	3,260,250	3,522,975	3,901,575	4,431,300	4,160,625	3,752,175	46,579,725
Detroit	5,271,000	4,696,090	5,739,426	5,868,814	5,995,976	5,498,010	4,611,572	4,997,258	5,650,246	6,235,838	5,450,788	4,993,982	65,009,000
Houston	2,611,890	2,297,666	3,017,756	3,040,366	3,091,004	2,631,398	2,483,348	2,337,030	2,770,306	3,512,684	2,935,226	3,135,426	33,864,100
Indianapolis	2,927,325	2,757,183	3,283,662	3,343,650	3,458,196	3,142,737	2,746,095	2,712,798	3,099,069	3,489,945	3,295,476	3,381,780	37,637,916
Kansas City	2,986,655	3,083,983	3,589,232	3,595,023	3,819,250	3,392,653	3,110,079	2,977,472	3,326,396	3,796,578	3,564,815	3,365,865	40,608,001
Los Angeles	7,009,582	6,658,414	7,655,724	7,252,857	7,440,254	6,920,147	6,265,147	6,505,892	6,664,786	7,733,127	7,092,980	6,981,057	84,179,967
Milwaukee	2,625,054	2,451,417	3,099,391	3,306,255	3,509,136	3,047,253	2,499,950	2,487,618	3,032,993	3,715,242	3,390,275	3,209,876	36,374,460
Minneapolis	2,861,797	2,640,647	3,157,829	3,464,852	3,392,315	3,139,903	2,539,001	2,810,162	3,076,612	3,478,544	3,121,281	2,888,039	36,570,982
New Orleans	3,587,340	3,145,463	4,263,038	4,351,672	4,438,086	3,972,848	3,561,339	3,554,919	3,688,107	4,417,148	4,240,042	4,645,478	47,865,480
New York	15,682,520	13,047,666	15,642,260	15,904,214	16,324,002	14,822,812	10,908,848	11,977,976	14,661,922	17,682,776	15,557,452	14,731,697	176,944,145
Philadelphia	7,031,915	6,061,023	7,625,842	7,546,630	7,626,797	7,127,937	5,526,833	5,477,088	6,639,448	8,014,996	7,925,283	6,417,300	83,021,092
Portland, Ore.	3,997,187	2,818,277	3,487,780	3,580,170	3,632,467	3,351,523	2,852,613	2,994,474	3,149,524	3,542,202	3,168,788	3,316,781	39,891,786
St. Louis	3,925,740	3,848,460	4,573,500	4,689,820	4,611,640	4,121,620	3,388,120	3,838,820	4,328,880	4,934,620	4,580,560	4,556,340	51,398,120
St. Paul	2,060,282	2,210,180	2,537,962	2,776,144	2,653,678	2,532,172	2,130,898	2,484,944	2,435,790	2,849,994	2,573,718	2,351,776	29,596,938
San Francisco	4,695,448	4,278,241	5,297,477	4,955,773	5,075,521	4,509,167	4,350,132	4,794,285	4,473,405	5,305,784	4,769,394	4,671,008	57,175,635
Washington	4,537,534	4,088,160	5,049,102	5,129,882	5,233,163	4,704,398	4,113,736	4,050,532	4,804,512	5,816,882	5,417,065	5,192,799	58,137,765
Total by months.	103,640,712	92,534,544	114,094,179	115,871,677	118,298,477	106,884,492	89,674,668	92,780,923	105,673,961	124,768,259	114,417,247	107,843,667	1,286,122,806

1925

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,521,342	1,670,237	2,246,533	2,314,198	2,332,777	1,906,750	1,589,201	1,713,150	1,837,000	2,349,407	2,310,894	2,193,989	23,984,478
Baltimore	3,652,048	3,448,315	4,470,615	4,653,973	4,701,949	4,130,088	3,593,853	3,487,251	4,294,816	5,341,261	5,157,732	4,524,654	51,456,555
Birmingham	2,217,446	2,166,262	2,800,980	2,550,240	2,639,924	2,346,022	2,168,796	2,374,078	2,430,694	2,927,512	2,876,076	2,731,274	30,229,304
Boston	5,138,065	4,915,420	6,231,902	6,431,712	6,531,910	5,894,960	4,910,796	4,858,382	6,180,374	7,428,586	7,285,024	7,056,937	72,864,068
Buffalo	3,260,325	2,879,168	3,705,469	3,995,259	3,839,289	3,339,170	2,771,789	2,859,336	3,619,552	4,601,002	4,079,348	4,125,085	43,076,792
Chicago	6,936,801	6,119,461	7,501,164	7,827,468	7,855,362	7,081,584	5,725,554	6,036,603	7,379,508	8,825,275	8,255,148	7,643,157	87,187,085
Cincinnati	3,204,300	2,938,500	3,494,100	3,668,700	3,717,900	3,242,100	2,788,200	2,903,400	3,267,000	3,842,700	3,810,300	3,792,000	40,669,200
Cleveland	3,363,675	3,163,275	3,990,975	4,210,722	4,270,800	3,736,725	3,310,725	3,415,125	3,783,225	4,467,675	4,428,825	4,071,675	46,213,422
Detroit	4,552,436	4,267,634	5,415,130	5,673,178	5,912,956	4,962,342	4,393,970	4,596,410	5,261,032	6,067,096	6,083,742	5,527,536	62,713,462
Houston	2,093,938	2,068,836	2,664,172	2,624,720	2,961,658	2,387,336	2,095,968	2,145,696	2,255,652	2,717,610	2,928,842	2,682,456	29,626,884
Indianapolis	2,836,223	2,534,598	3,234,096	3,427,305	3,563,721	2,997,208	2,675,445	2,644,281	2,861,742	3,632,151	3,472,170	3,475,818	37,354,758
Kansas City	2,687,883	2,882,659	3,279,622	3,219,858	3,319,278	3,021,927	2,603,652	2,748,319	3,270,632	3,651,750	3,635,770	3,395,584	37,716,934
Los Angeles	7,034,590	6,391,784	7,503,762	7,141,925	7,304,266	6,605,677	5,978,784	6,208,240	6,476,612	7,503,481	7,580,086	7,043,124	82,772,331
Milwaukee	2,527,367	2,390,848	2,983,965	3,062,321	3,429,972	2,732,554	2,302,895	2,395,131	2,946,609	3,619,312	3,431,700	3,197,765	35,020,439
Minneapolis	2,606,161	2,316,171	2,941,644	3,120,522	3,117,572	2,805,830	2,351,611	2,656,249	3,001,538	3,447,051	3,013,431	3,069,615	34,447,395
New Orleans	3,266,239	2,856,942	3,887,203	3,844,277	3,792,929	3,314,041	3,133,904	3,181,852	3,497,204	4,119,984	4,416,327	4,888,088	44,198,990
New York	14,058,490	11,989,276	14,751,474	14,484,214	14,839,352	13,048,914	10,466,714	11,060,332	14,042,550	17,387,908	16,760,414	15,369,510	168,259,148
Philadelphia	6,991,402	6,528,757	8,058,917	7,921,326	7,199,352	6,803,305	5,316,323	5,308,487	6,927,589	8,521,057	8,467,879	6,993,348	85,037,742
Portland, Ore.	2,868,166	2,771,417	3,319,431	3,264,223	3,490,685	3,092,022	2,812,726	2,944,485	3,357,586	3,670,647	3,704,207	3,451,832	38,747,427
St. Louis	3,477,860	3,453,620	4,455,860	4,751,360	4,410,900	3,776,960	3,133,660	3,612,220	4,075,060	4,904,920	4,819,000	4,485,180	49,356,600
St. Paul	1,941,688	2,025,674	2,323,538	2,532,642	2,503,452	2,232,958	1,917,412	2,248,456	2,393,062	2,910,782	2,590,014	2,436,490	28,056,168
San Francisco	4,415,433	4,073,012	4,914,353	4,852,730	5,101,195	4,388,219	4,023,612	4,523,178	4,308,375	5,168,506	5,131,587	4,880,225	55,780,425
Washington	3,891,484	3,699,607	4,506,114	4,358,080	4,669,145	4,052,470	3,565,690	3,682,626	4,409,097	5,149,709	5,444,634	5,162,693	52,591,349
Totals by months.	94,548,362	87,551,473	108,681,019	109,930,953	111,506,344	98,709,162	83,630,880	87,600,287	101,876,509	122,192,382	119,683,150	112,108,035	1,237,360,956

1924

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Year's Total
Atlanta	2,106,678	2,446,202	2,749,666	2,814,026	2,945,040	2,468,418	2,122,932	2,103,220	2,540,034	3,007,318	2,761,766	2,542,890	30,608,196
Baltimore	3,741,162	3,871,955	4,554,640	4,736,734	4,688,267	4,300,983	3,260,980	3,186,937	3,942,987	4,730,515	4,552,133	4,167,750	49,735,043
Birmingham	1,832,544	1,882,258	2,123,226	2,178,862	2,176,570	2,072,602	1,805,314	1,739,626	1,940,022	2,324,924	2,251,718	2,118,130	24,445,796
Boston	4,838,010	4,691,383	5,956,414	6,295,531	6,364,735	5,740,879	4,304,125	4,124,470	5,504,480	6,322,543	6,002,099	6,140,819	66,285,488
Buffalo	3,229,477	2,817,119	3,451,807	4,035,704	3,850,251	3,419,641	2,523,691	2,297,420	3,197,555	3,822,923	3,473,447	3,898,894	40,017,929
Chicago	6,689,319	6,034,053	7,317,081	7,923,456	7,628,415	7,160,784	5,166,507	5,121,837	6,879,096	7,710,093	7,294,281	5,375,120	80,300,042
Cincinnati	3,024,900	3,101,100	3,483,900	3,747,000	3,639,600	3,236,400	2,697,600	2,592,600	3,219,300	3,625,500	3,589,500	3,799,200	39,756,600
Cleveland	3,677,625	3,385,725	4,089,525	4,361,475	4,218,975	3,886,425	2,946,075	2,987,775	3,535,425	4,091,625	3,882,900	3,820,272	44,883,822
Detroit	4,393,368	4,122,524	5,080,656	5,221,762	5,175,492	4,755,436	3,737,230	3,968,524	4,905,810	5,238,030	5,153,036	4,913,372	51,751,868
Houston	2,444,232	2,462,986	2,956,716	2,729,804	2,781,688	2,544,486	2,295,356	2,010,246	2,346,932	2,724,680	2,719,486	2,597,778	30,614,390
Indianapolis	2,676,345	2,562,549	3,067,035	3,220,206	3,283,956	2,794,071	2,321,061	2,189,742	2,613,387	3,176,591	2,899,373	3,190,213	33,994,929
Kansas City	2,650,110	2,817,380	3,185,239	3,447,155	3,458,517	3,233,906	2,774,624	2,822,405	3,205,784	3,482,026	3,341,599	3,243,779	37,662,524
Los Angeles	7,779,001	8,138,375	8,668,310	7,828,474	7,829,000	7,338,225	6,418,824	6,418,758	6,864,805	7,573,177	7,382,011	7,280,036	89,718,996
Milwaukee	2,677,157	2,522,372	3,130,258	3,387,080	3,288,922	2,830,314	2,103,059	2,416,025	2,801,826	3,336,248	3,229,002	3,263,361	34,985,624
Minneapolis	2,490,544	2,618,801	2,692,112	3,048,430	2,954,450	2,736,012	2,123,871	2,370,359	2,669,449	3,213,728	2,902,768	2,794,828	32,615,352
New Orleans	2,582,429	2,603,787	3,111,938	3,115,601	2,936,989	2,824,330	2,443,105	2,557,126	3,044,882	3,317,839	3,315,438	3,954,149	35,807,613
New York	14,161,320	12,100,156	14,183,716	14,243,344	13,938,118	13,418,436	9,919,374	9,843,426	14,200,418	15,598,282	14,874,530	14,373,546	158,854,576
Philadelphia	7,052,909	6,627,931	7,684,230	8,048,469	7,901,209	7,514,860	5,445,409	5,380,504	6,863,079	8,121,604	7,843,872	7,196,507	85,680,583
Portland	2,723,630	2,804,886	3,116,806	3,239,698	3,197,446	3,106,040	2,701,776	2,774,912	3,103,576	3,365,908	3,364,914	3,298,218	36,797,810
St. Louis	3,549,080	3,659,460	4,301,560	4,559,000	4,338,940	4,006,060	2,961,620	3,195,920	4,098,360	4,624,620	4,347,180	4,317,300	47,959,100
St. Paul	1,876,574	2,143,386	2,382,730	2,585,282	2,566,816	2,166,934	1,766,912	1,890,420	2,104,426	2,494,310	2,313,472	2,234,366	26,525,628
San Francisco	4,259,259	4,329,474	4,961,875	4,786,440	4,922,473	4,400,392	3,731,441	4,186,819	4,330,114	4,994,337	4,686,185	4,805,292	54,394,101
Washington	3,670,302	3,651,631	4,544,935	4,454,738	4,450,538	4,443,110	3,403,021	3,207,518	4,051,773	4,645,538	4,598,131	5,409,599	45,121,235
Totals by months.	94,125,975	91,395,493	106,794,375	110,008,271	108,536,407	100,398,744	78,983,907	79,386,589	97,963,520	111,587,759	106,778,841	104,735,419	1,178,517,239

1923

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,373,274	1,429,730	1,803,998	1,887,160	1,957,732	1,647,604	1,554,560	1,501,584	1,652,630	2,023,770	1,935,010	1,866,284	20,633,336
Baltimore	3,970,499	3,576,656	4,696,165	5,008,707	5,050,620	4,601,030	3,859,931	3,511,708	4,196,027	4,867,060	4,770,666	4,289,650	52,398,719
Birmingham	1,532,328	1,510,460	2,215,486	1,959,748	1,970,948	1,906,058	2,043,902	1,857,912	1,992,032	2,180,626	2,143,904	2,287,068	23,600,472
Boston	4,562,423	4,181,021	5,914,108	6,151,652	6,278,810	5,487,908	4,262,953	4,204,539	5,508,479	5,964,113	5,861,129	4,950,337	63,327,472
Buffalo	2,964,896	2,630,370	3,609,176	3,879,647	3,889,668	3,482,475	2,684,687	2,497,529	3,247,556	3,871,706	3,735,465	3,684,453	40,177,628
Chicago	6,576,975	5,873,121	7,406,139	7,690,248	7,526,859	6,711,930	5,223,255	5,201,430	6,751,593	7,486,350	7,228,677	6,934,836	80,611,413
Cincinnati	3,155,100	3,064,500	3,798,900	3,763,500	3,758,100	3,450,000	3,061,200	2,942,100	3,259,800	3,607,500	3,602,700	3,772,714	41,146,114
Cleveland	3,490,875	3,279,450	4,238,400	4,443,450	4,376,550	4,031,400	3,448,425	3,422,025	3,908,175	4,353,000	4,247,000	4,124,427	47,463,177
Detroit	4,307,100	3,870,776	4,884,418	5,242,300	5,261,662	4,654,034	4,051,978	4,028,864	4,818,030	5,066,698	4,937,156	4,716,474	55,839,490
Houston	1,944,978	1,818,278	2,318,484	2,455,768	2,393,846	2,152,542	2,194,836	2,061,262	2,344,578	2,793,266	2,814,042	2,889,796	28,171,676
Indianapolis	2,712,357	2,537,412	3,221,307	3,135,747	3,207,039	2,915,784	2,478,372	2,372,445	2,958,178	3,057,516	3,079,638	3,124,521	34,800,316
Kansas City	2,614,964	2,733,523	3,394,054	3,401,763	3,444,455	3,349,994	2,782,156	2,701,685	3,103,583	3,326,522	3,259,624	3,093,581	37,205,904
Los Angeles	7,550,732	7,074,858	8,260,252	8,391,684	8,609,860	7,942,298	7,263,169	7,386,834	7,556,298	8,395,159	8,522,255	8,282,232	95,778,875
Milwaukee	2,720,944	2,433,383	3,115,935	3,295,355	3,376,214	2,906,065	2,494,104	2,561,389	2,983,469	3,289,676	3,390,320	3,170,327	35,737,181
Minneapolis	2,633,409	2,758,192	3,234,972	3,675,816	3,433,085	3,027,148	2,296,033	2,588,348	3,042,066	3,350,027	3,076,899	2,897,415	34,239,050
New Orleans	2,591,694	2,426,583	3,273,022	3,281,942	3,181,808	2,830,316	2,783,365	2,601,786	3,102,679	3,379,987	3,162,439	4,027,549	36,643,166
New York	14,110,200	11,951,634	14,672,634	16,630,614	15,616,644	13,793,456	10,751,018	10,025,332	10,021,602	16,466,140	14,698,850	14,103,492	160,425,514
Philadelphia	6,797,280	6,149,873	7,704,161	7,860,648	8,087,400	7,463,066	5,593,212	5,448,229	6,985,792	8,196,388	7,725,160	7,047,042	85,058,251
Portland	2,979,230	2,555,154	3,145,464	3,184,706	3,189,452	3,022,320	2,724,372	2,672,628	2,936,150	3,172,212	3,067,904	3,000,914	35,650,506
St. Louis	3,462,700	3,606,880	4,283,960	4,523,560	4,283,340	3,897,260	3,093,440	3,154,900	4,005,560	4,311,240	4,223,700	4,205,120	47,051,660
St. Paul	2,008,314	2,049,082	2,473,954	2,740,878	2,919,096	2,314,998	1,940,764	2,123,086	2,263,422	2,642,150	2,500,764	2,274,076	28,250,584
San Francisco	4,375,952	4,212,656	4,981,354	4,926,208	5,238,717	4,506,375	4,265,131	4,323,165	4,334,291	4,960,327	4,874,131	4,704,090	55,702,397
Washington	3,634,277	3,472,710	4,370,409	4,300,893	4,398,133	4,175,462	3 627,456	3,165,140	3,929,411	4,472,132	4,348,392	4,461,166	49,254,859
Totals by months.	92,070,501	85,188,302	106,926,752	110,831,994	111,450,038	100,269,523	84,478,319	82,353,920	94,891,401	111,233,565	107,305,825	103,907,560	1,190,907,700

SCHOOLS, DEPARTMENTS AND COURSES IN JOURNALISM—U. S.

Albion College, Albion, Mich. Journalism under direction of English Department. Faculty: Professor Ewen. Publications: Pleaid. Co-educational.

Alfred University, Alfred, N. Y. Journalism under the direction of English Department. Faculty: Prof. W. M. Burditt. Enrollment: 13. Publications: Fiat Lux (w). Awards: Fiat key. Co-educational.

Alma College, Alma, Mich. Journalism under the direction of English Department. Faculty: H. W. Spencer. Enrollment: 8. Co-educational.

American University, Washington, D. C. Journalism under the direction of English Department. Faculty: Dr. George B. Woods, head English Department; William Corbiin. Enrollment: 23. Publications: The Eagle, The Aucola. Co-educational.

Arizona, University of, Tucson, Ariz. Journalism under the direction of the English Department. Faculty: Dr. Melvin T. Solve. Enrollment: 60. Publications: The Desert, The Wildcat, the Kitty Kat, The Manuscript. Co-educational.

Arkansas, University of, Fayetteville, Ark. Department of Journalism. Faculty: W. J. Lemke, director; J. A. Thalheimer, W. M. Hurley. Enrollment: 98. Publications: Akransas Traveler, Ark. Agriculturist, Arkansts Engineer. Organizations: Kappa Tau Alpha. Co-educational.

Baker University, Baldwin, Kan. Department of Journalism. Faculty: John W. Hillman. Enrollment: 47. Publications: Baker Orange (w). Co-educational.

Baylor University, Waco, Tex. Department of Journalism. Faculty: Prof. Frank E. Burkhalter, Edith George. Enrollment: 130. Publications: The Lariat (d), The Round-Up (a), Baylor (m). Organizations: Theta Sigma Phi. Co-educational.

Birmingham-Southern College, Birmingham, Ala. Department of Journalism. Faculty: E. M. Henderson, Sr. Enrollment: 27. Publications: Gold and Black (w), LaRevue (a). Organizations: Sigma Upsilon, Chi Delta Phi. Awards: Atkinson Journalism Award. Co-educational.

Boston University, College of Business Administration, 525 Boylston street, Boston. Department of Journalism. Faculty: Prof. Harry B. Center, head; Prof. John C. Scammell; Max R. Grossman; Biagio DiVenuti. Enrollment: 115. Publications: Boston University News. Organizations: Kappa Tau Alpha. Co-educational.

Buffalo, University of, Buffalo, N. Y. Journalism courses included in the evening sessions. Faculty: Thomas C. Brown, Lloyd S. Graham, Leroy N. Kilman, John S. Turner. Publications: The Bee, The Bison, The Iris, The Mid-Night Oil. Awards: Keys, shingles. Co-educational.

Chattanooga, University of, Chattanooga, Tenn. Journalism under the direction of the English Department. Faculty: Dr. E. S. Lindsey. Enrollment: 25. Publications: The University Echo. Organizations: Sigma Tau Delta. Co-educational.

Cincinnati, University of, Cincinnati, Ohio. Enrollment: 10,650. Publications: News, Bearcat. Organizations: Pi Delta Epsilon, Papyrus.

Cleveland College of Western Reserve University, Cleveland, Ohio. Department of Journalism. Faculty: Charles F. Rehor. Enrollment: 37. Publications: Cleveland College Life. Organizations: Sigma Delta Chi. Co-educational.

Coe College, Cedar Rapids, Iowa. Department of Journalism. Faculty: Ethel R. Outland. Enrollment: 30. Publications: Coe College Cosmos (w), Acorn (a). Organizations: Pi Delta Epsilon. Awards: Alpha Xi Delta Journalism Prize $15, Pi Alpha Theta, $5 in gold, Pi Delta Epsilon medal of gold. Co-educational.

Colorado, University of, Boulder, Colo. Department of Journalism. Faculty: Prof. Ralph L. Crosman, head; Prof. A. Gayle Waldrop, Mr. Zell Mabee. Enrollment: 102. Publications: Silver and Gold, Colorado Alumnus, Colorado Dodo, The Window. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Colorado Agricultural College, Fort Collins, Colo. Journalism under the direction of English Department. Faculty: James A. McCain, asst. prof. Enrollment: 34. Publications: Rocky Mountain Collegian. Organizations: Pi Delta Epsilon, Alpha Chi Alpha. Co-educational.

Colorado College, Colorado Springs, Colo. Separate course. Faculty: J. F. Lawson. Enrollment: 14. Publications: The Tiger (w), The Nugget (a). Co-educational.

Columbia University, Morningside Heights, New York City. School of Journalism. Faculty: Carl W. Ackerman, Dean. Enrollment: 160. Publications: Spectator, Varsity. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Faculty, Residential, Katherine MacMahon, Pulitzer Traveling, Sackett Graduate, N. Y. Women's Press Club, and Phillips Scholarships. Co-educational.

Commonwealth College, Mena, Ark. Department of Journalism. Faculty: William Cunningham, Harry I. Cohen. Enrollment: 9. Publications: Commonwealth College Fortnightly. Co-educational.

Cornell College, Mount Vernon, Iowa. Journalism under direction of English Department. Faculty: Elizabeth White Parks. Enrollment: 13. Publications: The Cornellian, Royal Purple. Co-educational.

Cornell University, Ithaca, N. Y. Agricultural journalism in New York State College of Agriculture. Faculty: Bristow Adams, George S. Butts, Howard R. Waugh. Enrollment: 71. Publications: Cornell Sun (d), Cornell Countryman, Cornell Columns, Widow, Sibley Journal of Engineering, Law Quarterly, Annuals. Organizations: Sigma Delta Chi. Co-educational.

Cotzer College, Lincoln, Neb. Journalism under the direction of English Department. Faculty: Earnest W. Lundeen. Publications: Cotner Collegian (w), The Bulldog (a). Organizations: Alpha Phi Gamma. Awards: Membership in Alpha Phi Gamma. Co-educational.

Creighton University, Omaha, Neb. Journalism Department connected with College of Commerce. Faculty: J. N. McCabe. Enrollment: 45. Publications: The Creightonian (w), Shadows, The Bluejay (a). Co-educational.

Dartmouth College, Hanover, N. H. A professorship of journalism has been voted. Faculty: Prof. Eric P. Kelly, Instructor Dean Chamberlin. Enrollment: 60.

Denison University, Granville, Ohio. Journalism under the direction of English Department. Faculty: Don Wilder, instructor in English. Enrollment: 13. Publications: Denisonian (w), Adytum (a). Organizations: Pi Delta Epsilon. Co-educational.

DePauw University, Greencastle, Ind. Journalism under the direction of English Department. Faculty: George L. Bird, director. Enrollment: 100. Publications: The DePauw, Yellow Crab. Organizations: Alpha Delta Sigma, Sigma Delta Chi, Theta Sigma Phi. Awards: Scholarships of $100 each. Co-educational.

Drake University, Des Moines, Iowa, Department of Journalism. Faculty: Emery Ruby, acting director; Wayne Gard, Hamilton Gray. Publications: Drake University Times-Delphic (w). Organizations: Sigma Delti Chi. Co-educational.

Eastern State Normal, Madison, S. Dak. Journalism under direction of English Department. Faculty: Lois Drake. Enrollment: 40. Publications: Trojan, Eastern. Co-educational.

Elmira College, Elmira, N. Y. Publications: Weekly, Sibyl, Iris.

Emory University, Atlanta, Ga. Department of Journalism. Faculty: Raymond B. Nixon, director; Harllee Branch, Jr., instructor; Julian Harris, Hunter S. Bell, Ernest Rogers, lecturers. Enrollment: 33. Publications: The Emory Wheel (w), The Emory Phoenix (m), The Emory Campus (a). Organizations: Pi Delta Epsilon. Awards: Two cash awards for work in actual reporting; one graduate assistantship. Co-educational in junior and senior years only.

Emporia, College of, Emporia, Kan. Journalism under direction of English Department. Faculty: Kenneth W. Davidson. Enrollment: 29. Publications: College Life, Alla Rah (a). Co-educational.

Florida, University of, Gainesville, Fla. College of Commerce and Journalism. Faculty: E. J. Emig, head of department; W. L. Lowry, asst. professor. Enrollment: 63. Publications: Alligator. Organizations: Sigma Delta Chi. Award: Dillon Achievement Cup. Co-educational.

Franklin College, Franklin, Ind. Journalism under direction of English Department. Faculty: R. E. Blackwell. Enrollment: 18. Publications: The Franklin (w), Alma Mater. Awards: Cash awards under bequest of Bertha B. Knobe. Co-educational.

Fresno State Teachers College, Fresno, Cal. Journalism under the direction of English Department. Faculty: Paul V. Sheehan. Enrollment: 17. Publications: Collegian, Campus (a), Caravan. Organizations: Alpha Phi Gamma. Co-educational.

Georgia, University of, Henry W. Grady School of Journalism, Athens, Ga. Department of Journalism. Faculty: S. V. Sanford, dean; John E. Drewry, professor; Edward C. Crouse, instructor. Enrollment: 225. Publications: The Red and Black (w), University Items. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Sigma Delta Chi, Theta Sigma Phi, Phi Beta Kappa, Phi Kappa Phi. Co-educational.

Grinnell College, Grinnell, Iowa. Department of Journalism. Faculty: Herschel M. Colbert. Enrollment: 25. Publications: Scarlet and Black (s-w), Malteaser (m), Tanager (m). Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Goucher College, Baltimore, Md. Journalism under the direction of English Department. Faculty: Harry T. Baker. Enrollment: 21. Publications: Goucher College (w), Goucher Kalends (q).

Greenville Woman's College, Greenville, S. C. Journalism under direction of English Department. Faculty: Miss Elizabeth Donnald. Enrollment: 17. Publications: Spokesman, Isaqueena.

Hamline University, St. Paul, Minn. Journalism under the direction of English Department. Faculty: Alta J. Walker. Enrollment: 15. Publications: The Hamline Oracle. Co-educational.

Hood College, Frederick, Md. Journalism under the direction of English Department. Faculty: Anna Rena Blake. Enrollment: 9. Publications: Blue and Grey.

Howard Collage, Birmingham, Ala. Journalism under the direction of English Department. Faculty: J. F. Rothermel. Enrollment: 35. Publications: Howard Crimson, The Quill. Organizations: Pi Kappa Theta. Co-educational.

Hunter College of the City of New York, Park Avenue and 68th Street, New York City. Journalism under the direction of English Department. Faculty: Prof. Dora Davis Farrington. Enrollment: 20. Publications: Bulletin (w), Wistarion (a), Hand Book (a), Echo. Organizations: Hunter Headliners. Awards: $125 award annually.

Idaho, University of, Moscow, Idaho. Journalism under the direction of English Department. Faculty: Elmer F. Beth. Enrollment: 57. Publications: Argonaut. Organizations: Theta Sigma, Press Club. Co-educational.

Illinois, University of, Champaign and Urbana, Ill. School of Journalism. Faculty: Lawrence W. Murphy, director; Josef F. Wright, Reuel R. Barlow, Charles L. Allen, Otho C. Leiter, Victor L. Krannert, Frederick S. Siebert, Charles B. Davis, Burrus S. Dickinson, Frank E. Schooley, John H. Heitman, Frances S. Jacquin. Enrollment: 928, 105 majors. Publications: The Daily Illini. Organizations: Kappa Tau Alpha, Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi, Pi Delta Epsilon, Gamma Theta Phi, Phi Alpha Chi. Awards: Freshman scholarship award. Co-educational.

Indiana Central College, Indianapolis, Ind. Journalism under direction of English Department. Faculty: Leora Weimar. Enrollment: 375. Publications: Reflector. Co-educational.

Indiana University, Bloomington, Ind. Department of Journalism. Faculty: Director J. W. Piercy, Frank Elliott, professor; J. A. Wright, professor; J. W. French, professor; Mark Hamer, professor, Guido Stempel, professor. Enrollment: 170. Publications: Indiana Daily Student. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Iowa State College, Ames, Iowa. Department of Journalism. Faculty: Blair Converse, head; M. V. Charnley, associate professor; R. W. Beckman, asst. professor; L. E. Donelson. Enrollment: 575. Publications: Iowa State Student, Iowa Agriculturist, Iowa Engineer, Iowa Homemaker, Bomb, Green Gander. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: "I" charms and a watch. Co-educational.

Iowa, University of, Iowa City, Iowa. Department of Journalism. Faculty: Frank L. Mott, director; Fred J. Lazell, E. F. Mason, C. L. Sanders, Fred M. Pownall. Enrollment: 221. Publications: Iowan (d), Frival, Hawkeye, Journal of Business. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Luther A. Brewer key. Co-educational.

Kansas State College of Agriculture and Applied Science, Manhattan, Kan. Department of Industrial Journalism and Printing. Faculty: Prof. C. E. Rogers, head; Prof. E. T. Keith; Associate Prof. F. E. Charles; Asst. Prof. E. M. Amos; Asst. Prof. Genevieve Boughner; Instructor R. I. Thackrey; Asst. Helen Hemphill. Enrollment: 143. Publications: The Kansas Industrialist, The Kansas State Collegian. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Capper Award; gold medal. Co-educational.

Kansas State Teachers College, Hays, Kan. Department of Journalism. Faculty: Earl E. Strimple. Enrollment: 50. Publications: The State College Leader. The Reveille. Co-educational.

Kansas, University of, Lawrence, Kan. Department of Journalism. Faculty: L. N. Flint, director; W. A. Dill, A. J. Graves, W. R. Harley, H. O. Mahin, J. J. Kistler, John Shively. Enrollment: 221. Publications: University Daily Kansan, Kansas Editor, High School newspaper, Sour Owl, Leaflets. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Henry Schott memorial prize, $100. Co-educational.

Kentucky, University of, Lexington, Ky. Department of Journalism. Faculty: Prof. Enoch B. Grehan, head; Asst. Prof. Victor R. Portmann, Asst. Prof. Marguerite McLaughlin, Instructor Gerald Griffin, Instructor Neil Plummer. Enrollment: 600. Publications: Kentucky Kernel (s-w), Letters (q), Kentucky Alumni (M), Kentucky Press Magazine (m), Kampus Kat (m). Organizations: Sigma Delta Chi, Theta Sigma Phi, Kappa Tau Alpha. Awards: Kernel Keys and Cup, Sigma Delta Chi scholarship keys. Co-educational.

Lawrence College, Appleton, Wis. Journalism under direction of English Department. Faculty: Olga Achtenhagen. Enrollment: 10. Publications: Lawrentian. Co-educational.

Leland Stanford Junior University, Stanford University, Cal. Department of Journalism. Faculty: Everett Smith, director; Buford O. Brown, Elmer J. Emig, Charles E. Rogers, visiting instructors. Enrollment: 44. Publications: Stanford Daily, Chaparral (m), Quad (a). Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Louisiana State University, Baton Rouge, La. School of Journalism. Faculty: Marvin G. Osborn, Marjorie B. Arbour, Marcus Wilkerson, Ida Blanche Ogden. Enrollment: 108. Publications: Reville. Organizations: Theta Sigma Phi, Kappa Tau Alpha. Co-educational.

Maine, University of, Orono, Maine. Journalism under the direction of English Department. Faculty: James Moreland. Publications: Maine Campus (w). Co-educational.

Marquette University, Milwaukee, Wis. College of Journalism. Faculty: J. L. O'Sullivan, dean; Maynard W. Brown, professor; Frank Vander-Heyden, Francis McElligott, instructors; Charles Lechleidner, Richard Davis, Walter Mattison, lecturers. Enrollment: 137. Publications: Marquette Tribune, The Hilltop, The Marquette Journal. Organizations: Sigma Delta Chi, Theta Sigma Phi, Kappa Tau Alpha. Awards: Father Dainhy award of $25. Co-educational.

Marshall College, Huntington, W. Va. Department of Journalism. Faculty: Wm. Page Pitt, director, James B. Clendenin, H. B. Pinckard, Virginia Lee. Enrollment: 107. Publications: The Parthenon (w). Co-educational.

Miami University, Oxford, Ohio. Journalism under the direction of English Department. Faculty: Dr. J. D. Rea, professor of English; R. J. McGinnis, asst. professor. Enrollment: 2,347. Publications: Miama Student (w). Co-educational.

Michigan State College of Agriculture and Applied Science, East Lansing, Mich. Courses under the direction of Publications and Journalism. Faculty: James B. Hasselman, Albert H. Nelson. Enrollment: 124. Publications: The Michigan State News, The Michigan Agriculturist, The Wolverine (a). Organizations: Pi Delta Epsilon. Co-educational.

Michigan, University of, Ann Arbor, Mich. Department of Journalism. Faculty: Professor John L. Brumm, Wesley H. Maurer, Donal H. Haines, Charles D. Stewart. Enrollment: 350. Publications: The Michigan Journalist. Organizations: Kappa Tau Alpha, Theta Sigma Phi, Sigma Delta Chi. Awards: The McNaught Awards. Co-educational.

Mills College, Oakland, Cal. Journalism under the direction of the English Department. Faculty: Rosalind A. Keep. Enrollment: 14. Publications: The Mills College Weekly.

Minnesota, University of, Minneapolis, Minn. Department of Journalism. Faculty: Ralph D. Casey, Kenneth E. Olson, Edwin H. Ford, Robert W. Desmond, Thomas F. Barnhart, Fred L. Kildow. Enrollment: 187. Publications: Minnesota Daily, Ski-U-Mah, Mentor, Gopher. Organizations: Sigma Delta Chi, Theta Sigma Phi, Coronto Sorority. Awards: Sigma Delta Chi Scholarship Award. Co-educational.

Missouri, University of, Columbia, Mo. School of Journalism. Faculty: Dean Walter Williams; T. C. Morelock, E. K. Johnston; J. Edward Gerald, C. W. Keller, William Lathrop, Eugene W. Sharp, J. R. Whitaker, Kenneth Bell, Lola Anderson, R. B. Ellard, Frances Grinstead. Enrollment: 439. Publications: Missourian (d), Missourian Magazine (w), Herald-Statesman, Centralia Courier, Sturgeon Leader (w). Organizations: Kappa Tau Alpha, Theta Sigma Phi, Sigma Delta Chi, Gamma Alpha Chi, Alpha Delta Sigma. Awards: Eugene Field, Jay L. Torrey, Journalism Alumni Scholarship, John W. Jewell Scholarships, Special Distinction Award, Journalism Students' Association Award, A. C. Bayless award in advertising, Alpha Delta Sigma Award, Gamma Alpha Chi Award, Theta Sigma Phi Award, Missouri Ruralist Award. Co-educational.

Montana, State University of, Missoula, Mont. School of Journalism. Faculty: Dean A. L. Stone, Andrew Cogswell, Mrs. Inez Abbott. Enrollment: 118. Publications: Montana Kalmin (bi-w), Sentinel Hi-School Editor. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Mount Holyoke College, South Hadley, Mass. Journalism under the direction of the English Department. Faculty: Mrs. Maude Lyle Lynch. Enrollment: 25. Publications: The News, Mount Holyoke Monthly.

Muhlenberg College, Allentown, Pa. Journalism under the direction of the English Department. Faculty: Dr. Stephen G. Simpson. Enrollment: 454. Publications: Muhlenberg (w). Alumni Quarterly.

Nebraska, University of, Lincoln, Neb. School of Journalism. Faculty: Gayle C. Walker, Forrest C. Blood, Robert Platt Crawford, Sherlock Bronson Gass, James E. Lawrence, Lawrence L. Pike. Enrollment: 195. Publications: The Daily Nebraskan, Awgwan (M), The Cornhusker (a), The Cornhusker Countryman (m). Organizations: Sigma Delta Chi, Theta Sigma Phi, Gamma Alpha Chi, Alpha Delta Sigma, Sigma Upsilon. Awards: Sigma Relta Chi cup. Co-educational.

Nevada, University of, Reno, Nev. Journalism under the direction of English Department. Faculty: Professor A. L. Higginbotham. Enrollment: 87. Publications: University of Nevada Sagebrush (w), Desert Wolf (q), Artemesia (a). Organizations: Kappa Tau Alpha. Co-educational.

Newspaper Institute of America, Inc., 1776 Broadway, New York City. Faculty: John C. Klein, E. Burt Fenton. Enrollment: 1,000. Publications: Copy Desk Flash. Co-educational.

New York University, Washington Square, New York. Department of Journalism. Faculty: H. B. Rathbone, Leon W. Whipple, John Bakeless, Helen Jo Scott Mann, Sylvia Chatfield Bates, Hector Perrier, Paul Tierney, John Anderson. Enrollment: 278 majoring in journalism. Publications: New York University Daily News, Commerce Violet, Washington Square Album. Organizations: Theta Sigma Phi, Fourth Estate Club, University Press Club. Awards: James Fenimore Cooper Prize, Joyce Kilmer Prize, Editor & Publisher Prize, David James Burrell Prize, William Bradford Memorial Fellowship, James Melvin Lee Memorial Award. Co-educational.

North Carolina State College, Raleigh, N. C. Journalism under the direction of English Department. Faculty: W. K. Wynn. Enrollment: 27. Publications: The Technician (w), The North Carolina State Agriculturist (m). Co-educational.

North Dakota, University of, Grand Forks, N. D. Department of Journalism. Faculty: F. E. Bump, Jr., director; Joseph H. Mader, Jr., instructor; A. Irene Morkrid, Hugh Moore. Enrollment: 51. Publications: Dakota Student (s-w), Dacotah (a), Journal of the University of North Dakota (q). Organizations: Sigma Delta Chi, Matrix. Awards: Sigma Delta Chi annual scholarship award. Co-educational.

Northwestern University, Evanston and Chicago, Ill. Medill School of Journalism. Department of Journalism. Faculty: Director, H. F. Harrington, Dr. Walter K. Smart, Prof. Vaughn Bryant, Prof. Lawrence Martin, Mr. W. R. Slaughter, Prof. George H. Gallup, Mr. Lewis Hunt, Mr. John A. Menaugh, Mr. Joseph Hicks, Prof. Baker Brownell, Mr. George T. Schreiber, Mr. Joel David Wolfsohn, Mr. John T. Frederick, Mr. Edwin C. Johnson. Enrollment: 375. Publications: Northwestern (d), Northwestern Commerce, Purple Parrot, Syllabus. Organizations: Theta Sigma Phi, Sigma Delta Chi. Awards: Sigma Delta Chi scholarship key; George C. Bastian award. Co-educational.

Notre Dame, University of, Notre Dame, Ind. Department of Journalism. Faculty: John M. Cooney, Director: Edward J. Meehan, Elton Richter, Robert H. McAuliffe, F. A. Miller, Gerald Cosgrove. Enrollment: 83. Publica-

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SCHOOLS, DEPARTMENTS AND COURSES IN JOURNALISM—U. S.

(Continued from page 198)

tions: The Scholastic, The Juggler, The Dome. Scrip, Santa Maria. Awards: The Sinnott Myers Burse, and South Bend Tribune Burse.

Occidental College, Los Angeles, Cal. Journalism under the direction of English Department. Faculty: C. A. Sheffield, asst. prof. Enrollment: 10. Publications: The Occidental. Co-educational.

Oglethorpe University, Oglethorpe University, Ga. Journalism under the direction of the English Department. Faculty: James Routh, dean; W. F. Melton. Enrollment: 37. Publications: Stormy Petrel (w), Yamacraw (a). Co-educational.

Ohio Northern University, Ada, Ohio. Journalism under the direction of the English Department. Faculty: Lawrence J. Freeman. Enrollment: 700. Publications: Northern Review (w), Northern (a), Student Directory. Organizations: Alpha Phi Gamma. Awards: Scholarships for editors and business managers of student publications. Co-educational.

Ohio State University, Columbus, Ohio. School of Journalism. Faculty: Joseph S. Myers, director; Professor Osman C. Hooper, Lester Getzloe, Norval Neil Luxon, Harry R. O'Brien. Enrollment: 280. Publications: The Ohio State Lantern (d). Organizations Sigma Delta Chi, Pi Delta Epsilon, Theta Sigma Phi. Awards: Sigma Delta Chi scholarship key, Wolfe Journalism Medal. Co-educational.

Ohio University, Athens, Ohio. Journalism Department. Faculty: Prof. George Starr Lasher, head of department; Royal H. Ray, C. H. Harris, W. F. Smiley. Enrollment: 57 major in journalism. Publications: Athena (a), Green and White (s-w), Green Goat. Organizations: Delta Gamma Mu, Sigma Rho, Kappa Tau Alpha. Co-educational.

Ohio Wesleyan University, Delaware, Ohio. Journalism under the direction of English Department. Faculty: Douglass W. Miller, director; Eldon C. Hill. Enrollment: 89. Publications: Transcript (s-w), LeBijou (a), Owl (m). Organizations: Pi Delta Epsilon, Squibs. Co-educational.

Oklahoma, University, of, Norman, Okla. School of Jaurnalism. Faculty: H. H. Herbert, professor and director; John H. Casey, professor; Fayette Copeland, assoc. professor; Miss Grace E. Ray, asst. professor; Miss May Frank, instructor; A. C. Smith, Miss Frances K. Hunt. Enrollment: 154. Publications: Oklahoma Daily, Oklahoma News Bulletin (w). Sooner State Press (w), Sooner Magazine (m), Oklahoma Whirlwind (six times a year), University of Oklahoma Magazine (q), Sooner (a). Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Awards: Sigma Delta Chi medal, R. V. Downing prizes in advertising. Co-educational.

Oklahoma City University, Oklahoma City, Okla. Department of Journalism. Faculty: James H. Ball. Enrolment: 38. Publications: The Campus, The Scarab, The Torch, Goldbug. Organizations: Kappa Tau Alpha. Awards: Matrix charms. Co-educational.

Oregon State College, Corvallis, Ore. Department of Journalism. Faculty: Chas. D. Byrne, director; Prof. C. J. McIntosh, Prof. Fred M. Shideler. Enrolment: 125. Publications: Barometer. Organizations: Sigma Delta Chi, Theta Sigma Chi. Awards: Cup for best reporter of term. Co-educational.

Oregon, University of, Eugene, Ore. School of Journalism. Faculty: Eric W. Allen, Dean; Professors George Turnbull, W. F. G. Thacher; Associate Professor Robert C. Hall; Assistant Professors George H. Godfrey, Arne G. Rae; Lecturer, John Henry Nash. Enrollment: 200. Publications: Oregon Emerald (d), Oregana (a), Old Oregon. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi. Awards: Advertising Club of Portland scholarship, $150; Botsford Constantine & Gardiner, Inc., prizes, $25, $15, $10; Ham-Jackson Prizes, $50; Henry Hayek Prizes, $50; McMorras and Washburne Prizes, $25. Summer Scholarships: The Emporium Opportunity Award: Oregon Daily Emerald cash prizes. Co-educational.

Pacific Union College, Angwin, Cal. Journalism under the direction of the English Department. Faculty: G. H. Jeys, C. E. Wneiger. Enrollment: 20. Publications: Campus Chronicle. Co-educational.

George Peabody College for Teachers, Nashville, Tenn. Journalish under the direction of English Department. Faculty: Charles S. Pendleton. Enrollment: 50. Co-educational.

Pennsylvania State College, State College, Pa. Department of Journalism. Faculty: Franklin Banner, director; Herbert M. Hofford, asst. prof.; William F. Gibbons, prof. Enrollment: 100. Publications: Penn State Collegian, Froth, Penn State Farmer, Penn State Engineer, Old Main Bell, LaVie. Organizations: Sigma Delta Chi, Pi Delta Epsilon, Alpha Theta Epsilon. Awards: $100 awards. Co-educational.

Pennsylvania, University of, Philadelphia. Journalism under the direction of English Department. Faculty: Dr. Reese D. James, director; Dr. Paul Cliff Kitchen, asst. prof. of English; Dr. Mathias A. Shaaber, instructor in English. Enrollment: 200.

Pittsburgh, University of, Pittsburgh, Pa. Department of Journalism. Faculty: William S. Maulsby. Enrollment: 103. Publications: Pitt Weekly, Panther, Owl. Organizations: Sigma Delta Chi, Xylon. Co-educational.

Queens-Chicora College, Charlotte, N. C. Journalism under the direction of English Department. Faculty: Dr. Agnes Stout. Enrollment: 5. Publications: The Sceptre, Queens Blues. Organizations: Iota Xi. Awards: Queens Blutec award of $25.

Rutgers University, New Brunswick, N. J. Department of Journalism. Faculty: Allen Sinclair Will, director; Hubert R. Ede, associate professor; Kenneth Q. Jennings, assistant professor; D. R. Fernsler, H. E. Davis, lecturers. Enrollment: 123. Publications: The Rutgers Gazette. Awards: New Jersey Press Association Scholarship; E. B. Bacon Scholarship. Co-educational.

St. Benedict's College, Atchison, Kan. Department of Journalism. Faculty: Rev. Bonaventure Schwinn. Enrollment: 9. Publications: Rambler.

Saint Elizabeth, College of, Convent Station, N. J. Journalism under the direction of English Department. Faculty: Sister Mary Vincent Hillmann. Publications: The Pelican, The Elizabethan (a).

Santa Ana Jr. College, Santa Ana, Cal. Journalism under the direction of English Department. Faculty: Edgar M. Flowers. Enrollment: 50. Publications: El Don. Co-educational.

South Carolina, University of, Columbia, S. C. School of Journalism. Faculty: Dean J. Rion McKissick, Dr. Hairiah Babcock. Enrollment: 95. Publications: The Gamecock, Garnet and Black, The Carolinian. Organizations: Sigma Delta Chi. Awards: The Beaufort Watts Ball Scholarship. Co-educational.

South Dakota State College, Brookings, S. D. Department of Journalism. Faculty: A. A. Applegate, director; E. B. Harding, G. L. Hollen, G. Y. Martin, A. D. Evenson, S. H. Reck. Enrollment: 67. Publications: Industrial Collegian (w), Jack Rabbit (a). Organizations: Printonian Club. Co-educational.

South Dakota, University of, Vermillion, S. D. Department of Journalism. Faculty: E. G. Trotzig, head; G. R. Bauer, J. B. Townsley. Enrollment: 93. Publications: The Volante, The Wet Hen, The Scribbler. Organizations: Sigma Delta Chi, Alpha Chi Alpha. Awards: Sigma Delta Chi scholarship award. Co-educational.

Southern California, University of, Los Angeles, Cal. Department of Journalism. Faculty: Roy L. French, chairman; Ivan Benson, Mark Goodnow. Enrollment: 235. Publications: Daily Trojan, El Rodeo, Wampus. Organizations: Alpha Chi Alpha, Pi Delta Epsilon. Awards: Two annual scholarships. Co-educational.

Southern Methodist University, Dallas, Tex. Department of Journalism. Faculty: A. F. Henning, Virginia Dupies. Enrollment: 74. Publications: Campus (s-w). Organizations: Sigma Delta Chi, Theta Sigma Phi, Kappa Tau Alpha. Awards: Silver and gold pins. Co-educational.

Southwestern College, Winfield, Kan. Journalism under the direction of English Department. Faculty: Grace Dressler. Enrollment: 38. Publications: Southwestern Collegian. Co-educational.

Syracuse University, Syracuse, N. Y. Department of Journalism in College of Business Administration. Faculty: Professor J. O. Simmons, acting head of department; Prof. S. Cahan, Dr. P. M. Paine. Enrollment: 115. Publications: Syracuse Daily Orange, Orange Peel (m), Onondagan (a). Organizations: Sigma Delta Chi, Theta Sigma Phi, Phi Delta Epsilon. Awards: Sigma Delta Chi Award. Co-educational.

Temple University, Philadelphia, Pa. Department of Journalism. Faculty: H. E. Birdson, head; Dr. Harvey M. Watts, lecturer; Charles A. Wright, instructor. Enrollment: 141. Publications: The Temple News (tri-w), The Owl (m), The Templar (a). Organizations: Sigma Delta Chi. Co-educational.

Texas Christian University, Fort Worth, Tex. Department of Journalism. Faculty: J. Willard Ridings, director; Joseph B. Cowen, instructor. Enrollment: 42. Publications: The Skiff, The Interpreter, T. C. U. News Service. Awards: Wimberly-Hubbard awards $40; Skiff editor scholarship $250. Co-educational.

Texas State College for Women (CIA), Denton, Texas. Department of Journalism. Faculty: Delos F. Nooe, director; Frank C. Rigler, instructor. Enrollment: 58. Publications: The Lass-O, Daedalian Literary Quarterly. Organizations: The Journalism Club, Matrix Club.

Texas, University of, Austin, Tex. Department of Journalism. Faculty: Paul J. Thompson, chairman; DeWitt C. Reddick, professor; Leonard Falkner, instructor; Wm. L. McNill, lecturer; W. D. Hornaday, lecturer; Nathe P. Bagby, Lofin Harwood, laboratory assistants; Kenneth Fink, assistant to chairman. Enrollment: 234. Publications: The Daily Texan. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Awards: Texas Women's Press Association scholarship; Clarence Wilmore Prize; Sigma Delta Chi scholarships. Co-educational.

Bessie Tift College, Forsyth, Ga. Journalism under the direction of English Department. Faculty: R. L. Brantley. Enrollment: 10. Publications: The Campus Quill (w), Chiaroscuro (a).

Trinity University, Waxahachie, Tex. Department of Journalism. Faculty: Lester Jordan. Enrollment: 49. Publications: Trinitonian, Mirage. Organizations: Southwest Journalism Congress. Co-educational.

Tulane University, New Orleans, La. Department of Journalism. Faculty: George E. Simmons. Enrollment: 23. Publications: The Tulane Hullabaloo. Organizations: Kappa Tau Alpha, Theta Nu. Awards: Dorothy Dix Prize, $100; three scholarships of $100 each. Co-educational.

Washburn College, Topeka, Kan. Department of Journalism. Faculty: William Ford, Howard B. Taylor. Enrollment: 36. Publications: Washburn Review. Organizations: Alpha Lambda Epsilon. Co-educational.

Washington and Jefferson College, Washington, Pa. Journalism under the direction of English Department. Faculty: Dr. E. K. Maxfield, head of department. Offered in alternate years, not in 1931–1932. Publications: Red and Black. Organizations: Pi Delta Epsilon.

Washington, University of, Seattle, Wash. School of Journalism. Faculty: Dean Vernon McKenzie; Professors Robert W. Jones, Fred W. Kennedy, Byron H. Christian, Merritt E. Benson; Instructor Edwin H. Wintermute. Enrollment: 179. Publications: University Daily, Columns (m), Tyee (a). Organizations: Theta Sigma Phi, Sigma Delta Chi. Awards: Seattle Daily Times Award, Sigma Delta Chi plaque. Co-educational.

Washington and Lee University, Lexington, Va. Department of Journalism. Faculty: O. W. Riegel, acting head; Karl W. Fischer, Douglas Doubleday, instructors. Enrollment: 57. Publications: Ring-tum Phi, Southern Collegian, Calyx (a). Organizations: Sigma Delta Chi. Awards: Departmental scholarship.

Wellesley College, Wellesley, Mass. Journalism under direction of English Department. Faculty: Prof. Agnes F. Perkins, associate professor, Josephine H. Batchelder, director of press board; associate professor, Edith C. Johnson. Enrollment: 56. Publications: Wellesley College News.

Western Reserve University, Cleveland College of, Cleveland, Ohio. Journalism under the direction of English Department. Faculty: Charles Frank Rehor. Enrollment: 37. Publications: Cleveland College Life. Organizations: Sigma Delta Chi. Co-educational.

Westminster College, New Wilmington, Pa. Journalism under direction of English Department. Enrollment: 29. Publications: Holcad (w), Argo (a). Organizations: Tau Gamma Delta, Psi Nu. Awards: Scholarships. Co-educational.

West Virginia University, Morgantown, W. Va. Department of Journalism. Faculty: P. I. Reed, department head; George R. Rinehart, Thomas E. Ennis, instructors. Enrollment: 125. Publications: Athenaeum, University tri-weekly. Organizations: Kappa Tau Alpha, Journaliers, Matrix. Awards: Press Club Award. Co-educational.

West Virginia Wesleyan College, Buckharmon, W. Va. Journalism under direction of English Department. Faculty: Marie Brethoot. Enrollment: 25. Publications: Wesleyan Pharos. Co-educational.

Wheaton College, Wheaton, Ill. Journalism under the direction of English Department. Faculty: Prof. Effie Jane Wheeler. Enrollment: 20. Publications: The Wheaton Record, The Tower (a). Co-educational.

William & Mary, College of, Williamsburg, Va. Department of Journalism. Faculty: C. G. Clark. Enrollment: 60. Publications: Flat Hat, William & Mary Magazine. Co-educational.

Wisconsin, University of, Madison, Wis. School of Journalism Est. 1905. Faculty: Willard Grosvenor Bleyer, director and professor of journalism; Grant M. Hyde, professor; Chilton R. Bush, associate professor; Ralph O. Nafziger, assistant professor; Helen M. Patterson, assistant professor; Bruce R. McCoy, lecturer; Andrew W. Hopkins, professor of agricultural journalism; William A. Sumner, associate professor of agricultural journalism; Grace Langdon, instructor in agricultural journalism. Advertising: R. R. Aurner, professor; D. R. Fellows, associate professor. Total registration: 381, exclusive of advertising. Enrollment in School of Journalism: 142. Publications: Daily Cardinal, Octopus, Wisconsin Country Magazine, Wisconsin Engineer, Badger (a). Organizations: Sigma Delta Chi, Theta Sigma Phi, Coranto, University Press Club. Special awards: Students are eligible for election to Phi Beta Kappa and Phi Kappa Phi. Co-educational.

Wittenberg College, Springfield, Ohio. Journalism under direction of English Department. Faculty: K. G. Lind. Enrollment: 21. Publications: Torch (w), Witt (m), Wittenberger (a), Handbook (a), Student Directory (a). Organizations: Pi Delta Epsilon, Press and Journal. Co-educational.

Wyoming University of, Laramie, Wyo. Jorunalism under the direction of the English Department. Faculty: George F. Gerling, instructor; Frank S. Burrage, lecturer. Enrollment: 62. Publications: The Branding Iron (w), Blue Pencil. Co-educational.

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Looks Like a Big Year Just Ahead of Bristow.

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BRISTOW, OKLAHOMA

NEWSPAPER MEASURES

Type is measured by the number of "points" in the height of the face thereof. A "point" is approximately one-seventy-second of an inch (actually .013837 inch). There are 996 "points" in 25 centimetres. Nonpareill type, the size generally used by newspapers, is a 6-point type, and therefore sets 12 lines to an inch, measuring up and down the column. Twenty-four lines of nonpareil type make what is commonly called a "stick." There are usually ten "sticks" type in a newspaper column. The smallest type in ordinary use is ruby, which is 3½ points in height. Diamond type is 4 or 4½ points; pearl, 5 points; agate, 5½ points; nonpareil, 6 points; minion, 7 points; brevier, 8 points; bourgeois, 9 points; long primer, 10 points; small pica, 11 points; pica, 12 points; English, 14 points; great primer, 18 points. The news columns in most papers are about 2 and three-sixteenths inches wide, equal to 12½ "picas" or pica M-quads. Each size of type has its own M-quad, which is the square of the face of the capital M of that size of type. Aquadrat, or quad, is the type without a letter on it, and is used in spacing between words and in filling out blank lines. The quad is usually of four sizes—N-quad, M-quad, 2M-quad, and 3M-quad.

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The Personnel Bureau of Sigma Delta Chi, an organization of trained newspaper and magazine men wants to help you find him.

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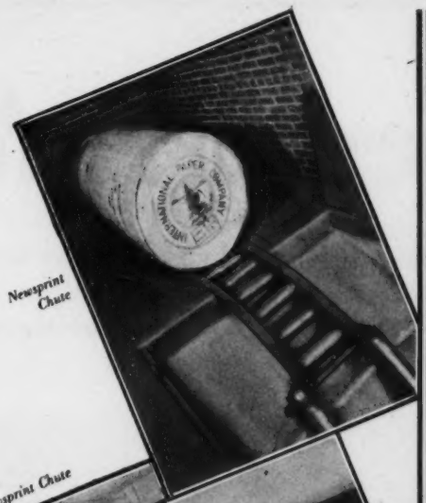
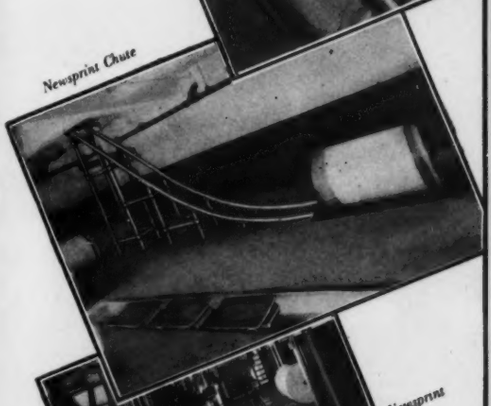

Newsprint Chute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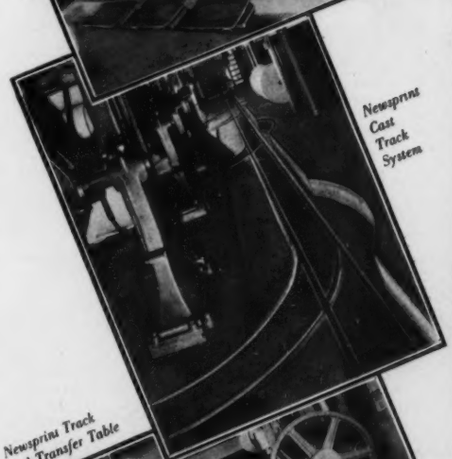
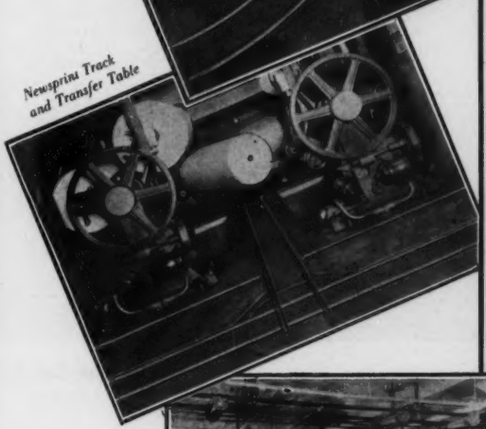
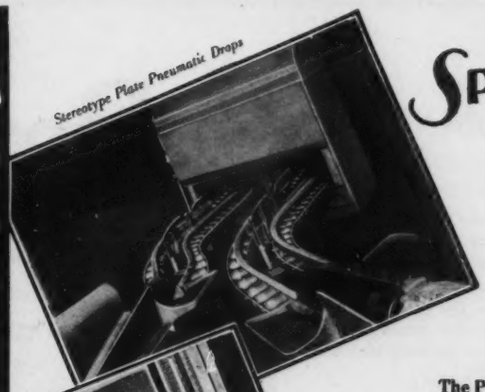
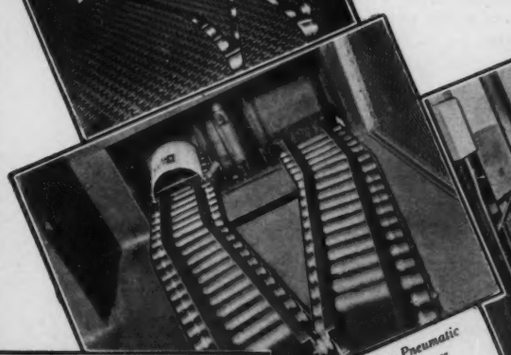

Newsprint Cast Track System

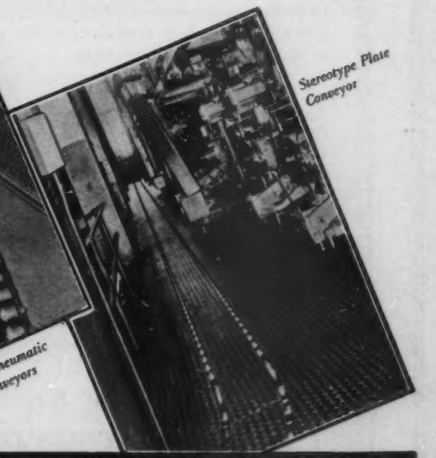

Newsprint Track and Transfer Table

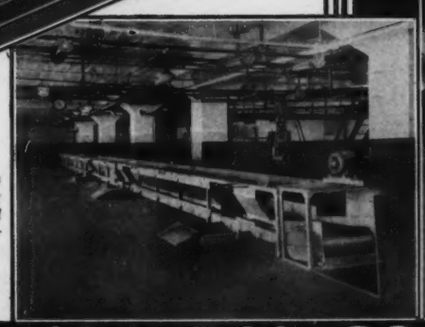

Stereotype Plate Pneumatic Drops

Stereotype Plate Pneumatic Drops and Conveyors

Pneumatic Plate Drops and Y Power Curve


Stereotype Plate Pneumatic Drops and Conveyors


Stereotype Plate Conveyor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Matrix Conveyors
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Newsprint Conveyors
Newsprint Elevators
Newsprint Pneumatic Drops
Cast Iron Tracks
"Feralun" Tracks
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"Feralun" Turn Tables
Steel Transfer Tables
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Mailing Tables
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(Center photo) Combination Bundling-Table and Conveyor with Cord Enclosure

Combination Bundling-Table Conveyors and Cord Enclosures

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Durability

One of the first questions asked is, "What is the average length of life of a Manhattan Rubber Roller?"

This is a very vital question—first because it fixes the cost. The lowest initial cost is often the most costly, and vice versa, the highest first cost is the cheapest—price comparison with some rollers will show those that appear to cost less, but the real saving, however, is in the life of a roller that renders perfect service—with comparatively little regrinding and rarely having to be recovered—yet delivers the finest quality of work.

Service

Two facts stand out pre-eminently in ordinary rollers—shrinking and blistering. These produce high and low spots, both causing worry when a good job is demanded on time.

It is very aggravating and expensive to find your printing is spotty right in the middle of a run—it compels you to stop your presses for adjustment. The cost of changing a roller causes considerable loss of time and great annoyance.

Manhattan Rubber Rollers do not shrink or blister. This important tendency has been absolutely eliminated in the development of this really great addition to the printing profession.

Efficiency and Printing Qualities

The physical appearance of the printed sheet—a fine quality of all work coming from his press, is what every printer strives to obtain.

Newspapers that are well printed forge ahead in circulation and advertising—fine clear impressions will appear without smudging—blurring or other spotty appearances when the Manhattan Rubber Roller is installed on the presses. Quality printing makes for success in any line of printing work—Newspapers head the list.

Manhattan Rubber Rollers are so scientifically compounded that you will receive the best possible results in color and coverage. The best craftsmen in the profession today marvel at the excellence of the work.

Accuracy

Uneven Rollers produce uneven work. The Roller whose diameter is finished from one to two thousandths of an inch, and retains its finish, is the roller that will perform. Consistent accuracy of performance is one of the greatest achievements of the Manhattan Rubber Roller.

Manhattan Rubber Rollers are finished to a degree of accuracy found only in hard substances. Perfect performance is assured. Where these Rollers are used, constant adjustment of presses, loss of time and worry are eliminated.

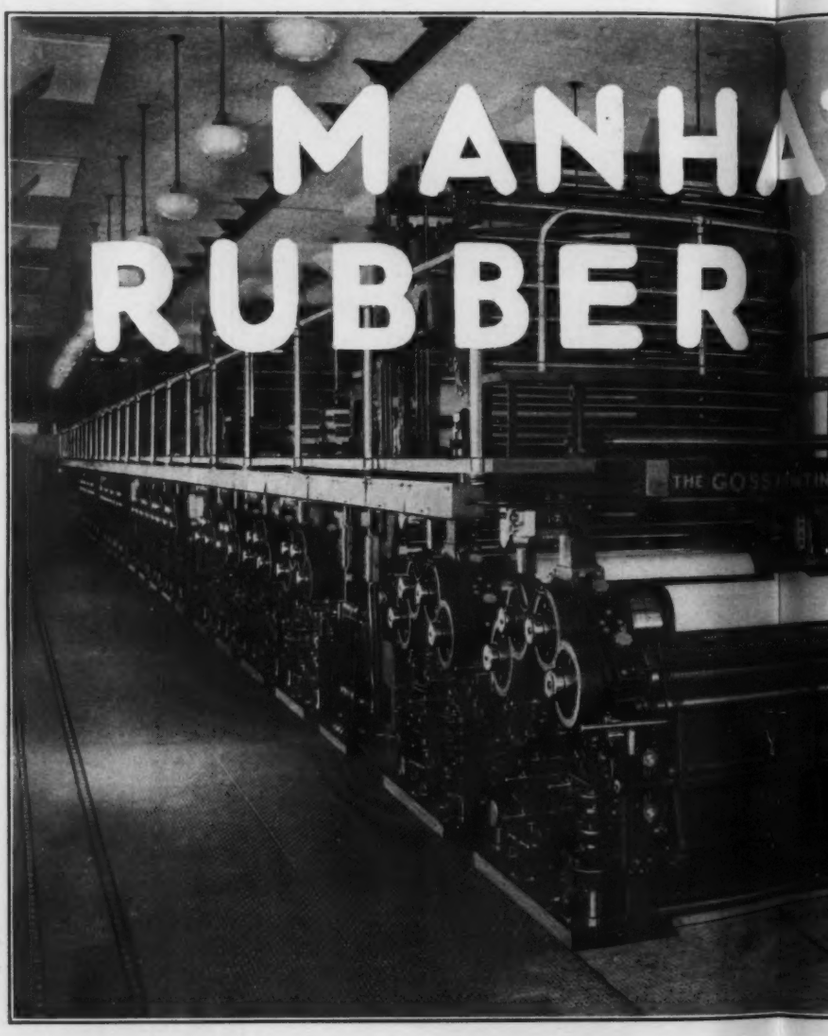
Climate and Temperature

One of the printing press annoyances of the past has been the inability to keep the presses running at high speed under all conditions of cold—heat—dampness—draughts and other changes due to seasonal and internal physical conditions.

Manhattan Rubber Rollers are absolutely immune to above conditions. The pressroom may be in a torrid, temperate or frigid zone—the pressroom may have cold air blowing through it or may be damp, but the press can run to its capacity if equipped with Manhattan Rubber Rollers, which are always on the job. There will be nothing in the way of surface disturbances—no delays to keep back the editions—always on time.

Perfect Printing

This is the record made by the Manhattan Inking Rubber R
Goss Presses" now printing the greatest run of any Newspaper i
as this is a Tabloid Picture Paper having many half tones i
clear impressions.



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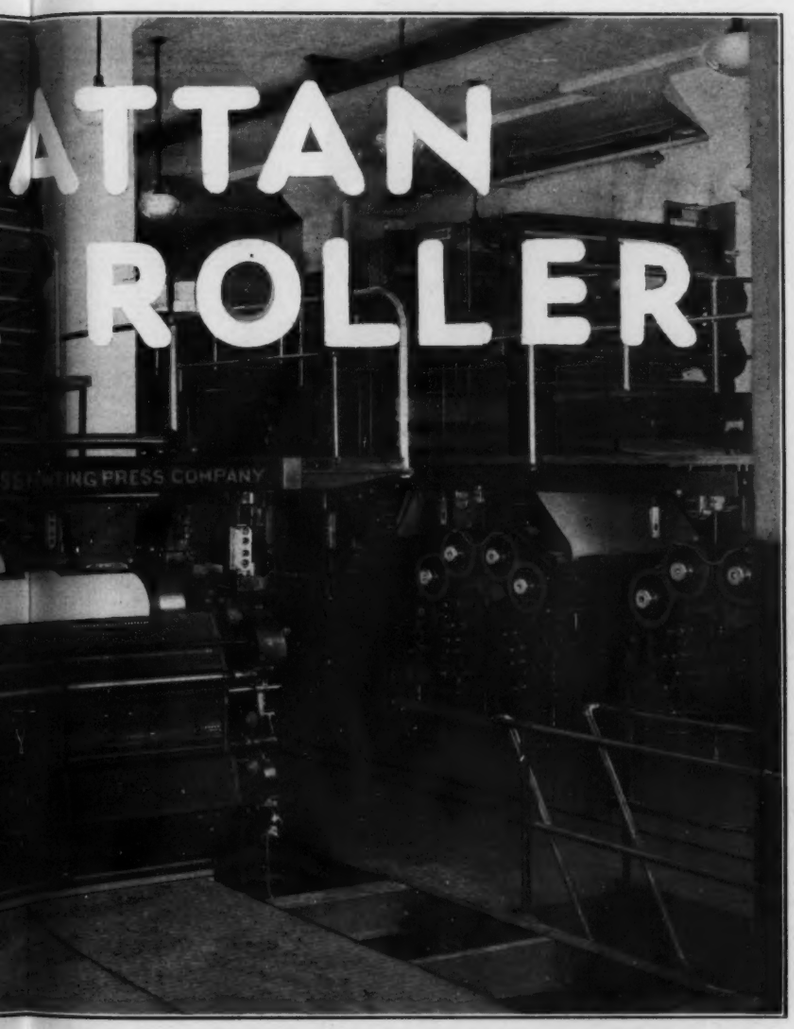

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Performance

Manhattan Rubber Rollers meet the most exacting tests known to the rubber chemists. The quality of the virgin rubber—the compounding of the materials—the engineering tests to which the compound has been subjected, has overcome all obstacles.

Accuracy in grinding and smoothness of finished surface make for perfect performance and produce unblemished printing—with long life—functioning in an orderly and standard way—inking the faces of the type and plates, and producing satisfactory press work.

Ink Qualities

All presses to function to the best advantage must have rubber printing rollers that have high ink pick-up qualities—without this ability the quality of printing will be inferior.

To produce the best, a roller must have a surface that will pick up ink without sticking—when ink sticks, it produces poor work—this is due to heavy ink absorption, where the temperatures are inclined to be high.

The Manhattan Rubber compound produces a surface that will pick up ink and deposit it upon the plate in a marvelous way—the distribution even—with the result of fine printing.

Swelling

When enough of the oil vehicle in the inks has penetrated the roll, it breaks down and deteriorates—and when not checked reduces rubber to a sticky gum. This produces a swelling on the surface of the roller.

The enlargement of a roller by swelling increases the surface pressure upon the plates or type face which is detrimental to the even distribution of ink—causing spotty and blurred impressions, gray spots, etc.—it also increases labor of the press—cuts down speed and causes heavy duty on the bearings.

When enough of the oil vehicle in the inks has penetrated the roller, the surface becomes soft, making the roller almost useless—the printing poor—often causing a delay and stopping of the press and removal of the roller.

The Manhattan Rubber Roller made from virgin rubber, scientifically compounded, is noted for its small percentage of swelling and this too, is evenly distributed over the surface, the above conditions are practically impossible, as they absorb very little moisture and ink therefor the swelling is infinitesimal.

Regrinding

As it is well known, regrinding is a necessity. When a rubber roller has been in continuous use for a considerable time it will show surface wear and a slight softening from contact with the oil vehicle in ink. This condition affects only the outer surface which it is necessary to remove.

The Manhattan Rubber Roller regrinds easily and quickly. Reports on actual experience state grinding is accomplished in half the time required on the average rubber roller.

Manhattan Rubber Roller regrinding, is one of its strong features—seldom necessary and when necessary, always satisfactory. The infinitesimal amount of rubber removed is like fine saw-dust, and has no greasy qualities—this feature assures the press room of efficiency and economy when this roller is used.

Speed Production

Increased production reducing operating time is being urged by all production managers. This is the day of high speed presses—presses that register 50,000 deliveries an hour—this means the press must run smoothly and efficiently—no time for adjustments, repairs or delays of any sort.

The speed of a press is often accelerated or slowed down by its rollers—presses running on high speeds often cause the coating on cheap rollers to be pressed out of shape—or loosened from their core because of centrifugal force.

Manhattan Rubber Rollers are guaranteed to run better—deliver better when the press is running at top speed—without danger of trouble arising from any of these causes, as the scientific compound withstands friction at any and all speeds. If you want high speed production—install Manhattan Rubber Rollers on your presses, results are guaranteed.

"I swore off harsh irritants"

THE LONGEST NAME IN MAZDA LANE!

"Twelvetrees" is a tough name on electric lights, but Helen wouldn't change it... not even after she middle-aisled it. She's a Brooklyn girl. She studied art but paints only her own furniture now. Helen is Hollywood's best bridge player. She loves to climb mountains...where even the goats have to wear skid chains. Watch for her new RKO-PATHE PICTURE "PANAMA FLO." Helen's smoked LUCKIES for two years...and there was no price tag on her statement ...LUCKY STRIKE is grateful!

"Certainly I am on the LUCKY list. Last summer, while camping in the high Sierras, I hiked six miles to get my supply of LUCKY STRIKES. I swore off harsh irritants when the talkies first started—and I've smoked LUCKY STRIKES ever since. And that improved Cellophane wrapper of yours—with the little tab for easy opening—is a gem."

Helen Twelvetrees

"It's toasted"

Your Throat Protection—against irritation—against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

TUNE IN ON LUCKY STRIKE—60 modern minutes with the world's finest dance orchestras and Walter Winchell, whose gossip of today becomes the news of tomorrow, every Tuesday, Thursday and Saturday evening over N. B. C. networks.

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Donthan Eagle—Julian Hall.
Mobile Press—Herbert Lyons.
Montgomery Advertiser—Grover Hall.
Selma Times Journal—F. T. Raiford.
Talladega Home—Tom R. Williams.
Tuscaloosa News—John Hornaday, Bruce Shelton, Ben A. Green, Hamner Cobbs.

ARIZONA

Douglas Dispatch—John A. Curry.
Flagstaff Sun—F. S. Breen, Del Strong.
Miami Arizona Silver Belt—Ben W. Curry.
Miami Bulletin—W. A. Walsh.
Phoenix Republic & Gazette—J. W. Spea, G. G. Nuckolls.
Prescott Courier—W. P. Stuart.
Tucson Citizen—Frank Hitchcock, publisher.
Winslow Mail—J. Morris Richards.
Yuma Sun—E. S. Worthington.

ARKANSAS

Camden News—C. J. Parker, Al Rose.
Conway Log Cabin Democrat—Frank E. Robbins.
Eureka Springs Times-Echo—S. A. Diehl.
Fayetteville Democrat—L. S. Read.
Fort Smith Southwest American & Times Record—C. F. Byrns.
Hot Springs New Era & Sentinel-Record—Douglas Hotchkiss, editor.
Little Rock Arkansas Democrat—William Hill.
Little Rock Arkansas Gazette—J. N. Heiskell, editor.
Mena Star—V. W. St. John.
Paragould Press—Rupert C. Wright.
Russellville Courier-Democrat—J. A. Livingston.
Texarkana Gazette & News—Henry Humphrey.

CALIFORNIA

Alameda Times-Star—William W. Howell.
Anaheim Bulletin—Floyd McCracken.
Berkeley Gazette—James E. Wales.
Brawley News—James F. Taggert.
Chico Enterprise—Florence J. O'Brien.
Chico Record—C. H. Deuel.
Colton Courier—Verna G. Hosfelt.
Culver City Star-News—Wm. Shea.
El Centro Imperial Valley Press—James P. Greene.
Eureka Humboldt Standard—C. L. Day.
Glendale News-Press—W. S. Ingram, Henry James.
Hollister Free Lance—Herbert Sutton.
Huntington Park Signal — Stephen F. O'Donnell.
Long Beach Press-Telegram—Harold Williams, Frank Selover, H. F. Burmester.
Long each Sun—Walter H. Case.
Los Angeles Illustrated News—Richard R. Kilroy.
Los Angeles Times—Edward C. Krauss, Harry Bowling.
Martinez Contra Costa Gazette—Cyril L. Cairns.
Marysville Appeal-Democrat—H. E. Thomas, Lou Eichler.
Napa Register—George H. Francis.
Oakland Post-Inquirer—A. E. Anderson, Robert Shaw.
Ontario Report—F. B. Appleby.
Orange News—W. O. Hart.
Palo Alto Times—Dallas E. Wood.
Pasadena Post—Henry James.
Pasadena Star-News—Charles H. Prisk.
Red Bluff News & Times-Sentinel—John G. Miller.
Redding Searchligfht—H. G. Moody, C. H. Deuel.
Redondo Beach South Bay Breeze—Henry James.
Redwood City Tribune—William Veilhauer.
Sacramento Bee—Chas. K. McClatchy.
Sacramento Union—I. H. Sefton.
Salina Index-Journal—Rolin G. Watkins, ed.
San Francisco Call-Bulletin—Marshall Maslin.
San Francisco Chronicle—Ben Macomber, F. F. Forbes, J. L. Toole.
San Francisco News—George West, F. L. Purdy.
San Jose Mercury Herald—Mrs. Amanda M. Miller, C. S. Allen.
San Jose News—Jack Wright.
San Mateo Times & News Leader—Horace W. Amphlett.
Santa Cruz Sentinel—William E. Gould.
Santa Maria Times—Ernest L. Peterson, J. B. Stephens.
Santa Monica Outlook—C. S. Warren, Henry James.
Santa Paula Chronicle—Leo A. Smith.
Stockton Record—Sheldon Davis.
Tulare Times—G. W. Jones.
Ventura Free Press—H. O. Davis, Fred A. Scheidle.
Visalia Times-Delta—Chas. A. Whitmore.

COLORADO

Alamosa Courier—Robert Berkov, Gertrude Wirick.
Canon City American—Robert B. Smith.
Canon City Record—W. W. Emmerson.
Colorado Springs Gazette & Telegraph, F. R. Wadell.
Denver Post—Bruce Gustin.
Denver Rocky Mountain News—Lee T. Casey, Chas. E. Lounsbury.
Durango Herald-Democrat—J. H. McDevitt.
Fort Morgan Times—R. B. Spencer, Ralph E. Johnston.
Grand Junction Sentinel—Walter Walker.
Greeley Tribune-Republican—F. E. Merrill.
La Junta Democrat—James B. Pearce.
Lamar News—Fred M. Betz.
Loveland Reporter-Herald—R. J. Ball.
Montrose Press—W. F. Wilcox, Susan B. Nickell.
Pueblo Chieftain—Alex McKinney.

CONNECTICUT

Bridgeport Herald—Leigh Donenberg.
Bridgeport Times-Star—J. L. McGovern.
Hartford Courant—Maurice S. Sherman, ed.
Hartford Times—Frederick P. Latimer, John Ramaker.
Manchester Herald—Malcolm Mollan.
Meriden Record—Thos. H. Warnock.
New Britain Record—Howard A. Timbell.
New Haven Journal-Courier—Norris G. Osborn.
New Haven Register—Harry B. Cornell.
New Haven Times—R. C. Wilson, R. Kelleher.
New London Day—Geo. Clapp.
So. Norwalk Sentinel—Le Roy D. Downs.
Stamford Advocate—Dr. R. H. Montgomery.
Torrington Register—George W. Peterson, John H. Thompson.
Waterbury Democrat—E. Vincent Maloney.

DELAWARE

Wilmington Every Evening—A. O. H. Grier, J. B. Cheyney.
Wilmington Journal—George Carter.
Wilmington News—Chas. E. Gray.

DISTRICT OF COLUMBIA

Washington News — Ludwell Denny, John Gleissner.
Washington Post—Ira Bennett, M. J. Pusey, P. Hudson.
Washington Star—Newbold Noyes, T. P. Noyes, G. A. Lyon.

FLORIDA

Bartow Polk Co. Record—Geo. H. Clements.
Coconut Grove Examiner—Frank Jones.
Daytona Beach News-Journal—Herbert M. Davidson, editor.
DeLand Sun News—Hector Henry Elwell.
Ft. Pierce-News Tribune—H. B. Moore.
Fort Myers News-Press—Carl Hanton.
Gainesville Sun—Harry Brown.
Jacksonville Florida Times-Union—J. C. Sellers, George Hoyt Smith.
Jacksonville Journal—Gold V. Sanders.
Key West Citizen—T. J. Bryson.
Lakeland Star-Telegram—S. H. Farabee.
Lake Worth Leader—W. M. Stofford.
Miami News—Walter Locke.
Ocala Star—R. N. Dosh.
Palatka News—H. D. Harkreader.
St. Petersburg Independent—Lew B. Brown. James M. Ravenscroft.
St. Petersburg Times—W. L. Straub.
Sanford Seminole Herald—R. L. Dean.
Sarasota Herald—George D. Lindsay.
Pensacola News-Journal—L. G. Swartz, Percy S. Hayes.
Tampa Times—Dr. Graham Forrester.
Tampa Tribune—E. D. Lambright.
Winter Haven Chief—M. M. Lee.

GEORGIA

Americus Times-Recorder—James R. Blair.
Atlanta Journal—Wm. Cole Jones.
Augusta Chronicle—T. J. Hamilton, editor.
Griffin News—Dr. W. F. Melton.
Macon News—Ben B. Johnston, Chas. Bayne.
Macon Telegraph—Mark F. Ethridge.
Rome News-Tribune—John R. Hornaday.
Savannah Press—P. A. Stovall, editor; W. G. Sutlive, managing editor.

IDAHO

Boise Idaho Statesman—Irving W. Hart.
Lewiston Tribune—A. L. Alford.
Moscow Star-Mirror—Louis A. Boas.
Nampa Idaho Free Press—F. I. Poage, editor.
Pocatello Idaho State Journal—A. N. Suverkrup, E. T. Spencer.
Sandpoint Bulletin—L. E. Pietsch.
Twin Falls News—Roy A. Read, John C. Harvey.

ILLINOIS

Aurora Beacon-News—F. C. Flanders.
Belleville Advocate—W. W. Evans.
Benton News—Carl Choisser.
Bloomington Pantagraph—J. L. Hasbrouck.
Cairo Citizen—John C. Fisher.
Carbondale Free Press—Jos. F. McGuire.
Carlinville Enquirer—C. J. Lumpkin.
Centralia Sentinel—Verne E. Joy.
Champaign-Urbana News-Gazette—M. W. Hout.
Chicago American—Raymond Knotts.
Chicago Journal of Commerce—William Long.
Chicago News—Carroll Binder, Victor Yarros, S. J. Duncan-Clark.
Chicago Times—Hardy Hoover.
Danville Commercial-News—Geo. Tilton.
DeKalb Chronicle—F. W. Greenaway.
East St. Louis Journal—A. L. Bowling.
Galena Gazette—A. W. Glassner.
Galesburg Register-Mail—Fred R. Jeliff.
Harrisburg Register—M. C. Page, Curtis G. Small.
Herrin Journal—Hal W. Trovillion.
Kewanee Star-Courier—P. D. Adler.
Macomb Journal—Andrew L. Hainline.
Marion Republican—W. O. Paisley.
Maywood Tri City Press—Harold Crane.
Moline Dispatch—M. W. Campbell.
Monmouth Review Atlas—Hugh R. Moffet.
Murphysboro Independent—J. E. Rockwell.
Olney Mail—Lozier D. Yount.
Ottawa Republican-Times—L. M. Davis.
Paris Beacon-News—Edward H. Jenison.
Peoria Journal-Transcript — Frederick A. Stowe, George Barrette.
Peoria Star—S. A. Oakley, H. M. Fuller.
Quincey Herald-Whig—C. F. Eichenauer, R. M. Switzer.
Rochester News-Sentinel—Hugh A. Barnhart.
Rockford Register-Republic—Frank Edmison.
Rockford Star—John W. Grimes.
Rock Island Argus—Frank E. Brandt.
Springfield Ill. State Register—V. Y. Dallman.
Taylorville Breeze—C. F. Jewell.
Waukegan News-Sun—Eino Macklin.
West Frankfort American—W. Henson Purcell.

INDIANA

Alexandria Times-Tribune—Le Loss Arnold.
Anderson Herald—Orville W. Bluemle.
Bedford Times—C. P. Butler.
Brazil Times—Geo. H. James.
Bloomington World—Geo. W. Purcell.
Buffinton News-Banner—Roger G. Swaim.
Clinton Clintonian—Warren H. Pierce.
Columbia City Post & Commercial-Mail—Jas. D. Adams, F. W. Riddick.
Connersville News-Examiner—E. J. Higgs, G. S. Tatman.
Elkhart Truth—Lester Winter.
Fort Wayne Journal-Gazette—Harry M. Williams.
Frankfort Times—Ed N. Thacker.
Franklin Star—R. H. Sellers.
Goshen Democrat—Harold Mellinger, H. S. K. Bartholomew.
Goshen News-Times—R. C. Lehman, J. C. Hughes, Dale Peffley.
Greensburg News—L. D. Braden, E. J. Hancock.
Huntington Herald-Press—Yandell C. Cline.
Indianapolis Commercial—Mark R. Gray.
Indianapolis News—Edward Zeigner, Stephen C. Noland, Tom Elrod, Louis Howland.
Indianapolis Star—J. P. Edmison, F. E. Raschig.
Kokomo Tribune—E. M. Souder.
LaFayette Journal-Courier—Geo. W. Stout.
LaPorte Herald-Argus—C. A. Beal, Forbes Julian.
Michigan City Dispatch—Wray E. Fleming.
Muncie Press—W. E. Sutton, Geo. B. Lockwood.
Newcastle Courier-Times—W. S. Chambers, Allen C. Hines.
Plymouth Democrat—Clay W. Metsker.
Plymouth Pilot—Samuel E. Boys.
Princeton Clarion-News—Fred R. Ewing.
Richmond Palladium & Item—Luther M. Feeger.
Seymour Tribune—John H. Conner, J. Perry Wesley.
Shelbyville Republican—Russell E. Goodrich.
South Bend Tribune—F. A. Miller, Gerald Cosgrove.
Terre Haute Star—Geo. Padgett.
Terre Haute Tribune—Wm. F. Cronin.
Valparaiso Vidette-Messenger—L. M. Whipple.
Vincennes Sun-Commercial—Howard Houghton.
Warsaw Times—Frederick K. Landis.
Warsaw Union—Ralph O. Nusbaum.
Washington Democrat—Henry Backes.
Washington Herald—Paul R. Bausman.
Wells News-Banner—Roger G. Swaim.

IOWA

Ames Tribune-Times—Thomas F. Crocker, J. L. Powers.
Atlantic News-Telegraph—E. P. Chase.
Burlington Gazette—Thomas Green.
Burlington Hawk-Eye—J. Tracey Garrett.
Carroll Herald—George M. Hinshaw.
Cedar Falls Record—C. S. Coddington.
Cedar Rapids Gaz.-Republican—Harry Boyd.
Cherokee Times—Justin Barry.
Clarinda Herald—P. B. Woolson, C. C. Caswell.
Council Bluffs Nonpareil—W. R. Orchard.
Creston News Advertiser—George A. Croft, Frank Thayer.
Davenport Democrat & Leader—Ralph W. Cram.
Davenport Times—R. J. Leysen.
Des Moines Register & Tribune—F. W. Seymour, Roscoe Macy, Wayne Gard.
Fairfield Ledger—Dean Taylor.
Fort Madison Democrat—S. W. Mitchell.
Keokuk Gate City—Walter Burton.
Marshalltown Times-Republican — F. A. Moscrip.
Mason City Globe-Gazette—W. Earl Hall.
Muscatine Press—N. Baker.
Nevada Journal—C. E. Armstrong.
Newton News—James R. Rhodes, E. J. VanNostrand.
Ottumwa Courier—C. S. Johnston.
Perry Chief—G. E. Whitehead—V. H. Hall.
Shenandoah Sentinel—C. N. Marvin.
Sioux City Tribune—O. L. Brownlee.
Vinton Cedar Valley Times—Marion P. Kruse.
Washington Journal—Orville Elder.
Webster City Freeman-Journal—W. F. Hunter.

KANSAS

Abilene Reflector—C. M. Harger.
Arkansas City Traveler—Arch W. Jarell.
Atchison Globe—Carl Brown.
Augusta Gazette—Chester K. Shore.
Burlington Republican—John Redmond.
Caldwell Messenger & News—Harold A. Hammond.
Chanute Tribune—John P. Harris.
Coffeyville Journal—Hugh J. Powell.
El Dorado Times—R. A. Clymer.
Ft. Scott Tribune-Monitor—Geo. W. Marble, Jr.
Garden City Telegram—E. F. Ewing, Earl Richardson.
Great Bend Tribune—C. R. Townsley, Will Townsley.
Hays News—Frank Metz.
Lawrence Journal-World—J. W. Murray.
Leavenworth Times—J. M. Mickey.
Liberal News—Warren C. Zimmerman.
Manhattan Chronicle & Mercury—H. Dwight King D. G. Griffiths.
Ottawa Herald—W. E. Gilliland.
Pratt Tribune—Chas. W. Pratt.
Topeka State Journal—E. B. Chapman.
Wichita Beacon—R. E. Wilson, T. L. Givens.
Wichita Eagle—Victor Murdock, L. F. Kimmel.

KENTUCKY

Danville Advocate—Vernon Richardson.
Danville Messenger—J. Robert Smith.
Henderson Gleaner & Journal—Leigh Harris.
Hopkinsville New Era—Dudley H. Taylor, Joe Dorris.
Lexington Herald—Dasha Breckenridge, Thos R. Underwood.
Louisville Courier-Journal—Harrison Robertson, Barry Bullock, Vance Armentrout, Barry Bingham, Malcolm Bayley.
Louisville Herald Post—Edward A. Jonas.
Madisonville Messenger—Woodson Browning.
Middlesboro News—Robert L. Kincaid.
Owensboro Messenger-Inquirer—Lawrence W. Hagen, J. M. Pendleton.
Winchester Sun—W. A. Beatty.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau.
Monroe World & News-Star—Fred Williamson.
New Orleans Item-Tribune—Marshall Ballard.
New Orleans States—J. E. Crown, J. Walker Ross, T. E. Dabney.
Ruston Leader—C. E. Faulk, Jr.

MAINE

Augusta Kennebec Journal—John V. Lane.
Bangor Commercial—Oliver L. Hall.
Bangor News—Lawrence T. Smith.
Biddeford Journal—R. F. Wormwood.
Lewiston Sun-Journal—George W. Wood, Arthur Steples.
Portland Express, Herald & Telegram—H. J. R. Tewksbury, H. M. Bigelow, F. K. Owen.
Portland News—H. Augustus Merrill.
Waterville Sentinel—F. W. Manson.

MARYLAND

Baltimore Sun—Frank R. Kent, Newton Aiken, Adolphus D. Emmart.

MASSACHUSETTS

Attleboro Sun—C. S. Sherman.
Boston Christian Science Monitor—Donovan M. Richardson.
Boston Post—Newton Newkirk.
Boston Record—Morton Birge.
Boston Transcript—Henry T. Claus.
Cambridge Journal—J. H. Burns.
Fall River Herald News—E. D. Toohill, C. E. Bury.
Framingham News—Ralph F. Dewey.
Gardner News—W. E. Hubbard, Marjorie Rossy.
Gloucester Times—Fred E. Smith.
Greenfield Recorder—Paul S. Walcott.
Holyoke Transcript—Mrs. M. R. Dwight.
Lowell Courier-Citizen & Leader—Philip S. Marden.
Lynn Item—Harold D. Valpey, Harold F. Moulton, Albert A. Pashby, Willard C. Chase, Charles B. McGhee.
Lynn Telegram-News—Arthur B. Peabody.
Medford Mercury—Joseph A. Doherty.
Milford News—W. D. Leahy, W. H. Reeby.
New Bedford Standard—Cooper Gaw.
Newburyport News—Fred E. Smith, Walter L. Bartlett, Laurence Hayward.
Northampton Gazette—Jos. M. Lymon.
Quincy News—W. D. S. Shields, James E. Burke.
Quincy Patriot Ledger—Oscar L. Stevens.
Somerville News—Harry W. Sheehan.
Springfield Republican — Waldo L. Cook, Richard Hooker, H. K. Regal.
Wakefield Item—Harris M. Dolbeare, G. E. Campbell.
Webster Times—L. J. Daly, Geo. L. Padgett.
Woburn Times—James D. Haggerty.
Worcester Post—George T. Richardson.
Worcester Telegram & Gazette—Myron M. Johnson, Willard Cooper, E. S. Chamberlayne, Treadwell Cleveland.

MICHIGAN

Albion Recorder—W. S. Kennedy.
Ann Arbor News—R. Ray Baker.
Battle Creek Moon-Journal—Geo. B. Dolliver.
Big Rapids Pioneer—L. V. Williams.
Cadillac News—T. O. Huckle.
Cheboygan Tribune—Myrton M. Riggs, managing editor.
Coldwater Reporter—Roy Newberry.
Detroit Free Press—Carlton S. Shier, Hamilton Butler.
Detroit Mirror—Ralph Sharp.
Detroit Saturday Night—H. M. Nimmo.
Escanaba Press—John P. Norton.
Flint Journal—Willis W. Thorne.
Grand Haven Tribune—Almon W. McCall.
Grand Rapids Herald—Frank M. Sparks, Carl M. Saunders.
Hancock Copper Journal — Hennessy M. Finnegan.
Iron Mountain News—Frank J. Russell, editor.
Kalamazoo Gazette—H. Foster Lewis.
Lansing Capital News—J. P. Burkhart.
Lansing State Journal—Glenn K. Stimson.
Ludington News—J. F. Buck.
Marquette Mining Journal—Frank J. Russell.
Monroe News—J. S. Gray, Karl Zeisler.
Muskegon Chronicle—A. E. McCrea.
Port Huron Times Herald—Louis A. Weil, W. H. Davis.
Royal Oak Tribune—Floyd J. Miller.
Saginaw News—Joseph W. Brady.
St. Joseph Herald-Press—Rex V. Wynkoop.
South Haven Tribune—C. O. Monroe.
Sturgis Journal—Mark P. Haines.
Wyandotte Record—James E. Ostrum.

MINNESOTA

Albert Lea Tribune—Burt May.
Brainard Dispatch—William D. Junkin.

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The Quality Dry Mat is the CERTIFIED ACE
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PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

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Editorial Writers—(Continued)

Crookston Times—D. A. McKenzie.
Duluth Herald—Stillman Bingham.
Fairmont Sentinel—Arthur M. Nelson.
Hibbing Tribune—R. W. Hitchcock.
International Falls Journal—Moyle Edwards.
Little Falls Transcript—Edward M. LaFond.
Minneapolis Star—W. C. Robertson, George H. Adams.
Minneapolis Tribune—T. J. Dillon.
Red Wing Republican—Jens K. Grondahl, J. P. Kelley.
St. Cloud Times-Journal—Alvah Eastman.
Stillwater Gazette—W. E. Easton.
Virginia Enterprise—Elbridge C. Smith.
Willmar Tribune—Victor E. Lawson.

MISSISSIPPI

Biloxi and Gulfport Herald—Geo. P. Money.
Columbus Commercial Dispatch—Birney Imes.
Greenville Democrat-Times—Ernest Smith.
Greenwood Commonwealth—Littleton Upshur.
Laurel Leader-Call—Harriet S. Gibbons.
Tupelo News—J. Fred Price, Sam V. Pack.
West Point Times Leader—Edgar G. Harris.

MISSOURI

Columbia Tribune—E. M. Watson.
Carthage Press—W. L. Schrantz.
Fulton Sun-Gazette—Geo. P. Johnston.
Independence Examiner—William Southern, Jr.
Independence News—C. A. Carroll.
Joplin Globe & News Herald—P. R. Goldren.
Kansas City Journal Post—Geo. Phillips, Dick Smith.
Kansas City Star—Henry J. Haskell, editor; Fred C. Trigg, C. V. Stansell, Henry C. Haskell.
Neosho Democrat—Will G. Anderson, Jas. B. Anderson.
Poplar Bluff American Republic—J. H. Wolpers, editor.
St. Charles Cosmos-Monitor—M. L. Comann.
St. Joseph News-Press & Gazette—C. L. Rutt, Frank Wickizer, Jerry Thraillkill, A. P. Marlin, Dean Wilde, Floyd Evans.
St. Louis Times—Homer Bassford.
St. Louis Globe Democrat—Casper S. Yost, F. C. Britton, W. G. Hutton, Edward Robb.
Sedalia Democrat & Capital—W. P. Stanley.
Springfield News & Leader—E. E. E. McJimsey, Robert Kennedy.
Springfield Press—R. P. Thompson.
Warrensburg Star-Journal—Wallace Crossley.
Webb City Sentinel—Hal M. Wise.

MONTANA

Billings Gazette—Eugene MacKinnon.
Bozeman Chronicle—Jas. P. Bole.
Great Falls Tribune—O. S. Warden.
Lewistown Democrat-News—Tom Stout.
Livingston Enterprise—L. E. Flint.
Miles City Star—L. F. Grill, J. D. Scanlan, ed.
Moberly Monitor-Index—W. T. VanCleve, James Todd.

NEBRASKA

Beatrice Sun—George Edison, editor.
Columbus Telegram—Edgar Howard.
Falls City Journal—N. W. Todd, L. F. Nusbaum.
Grand Island Independent—A. F. Buechler.
Hastings Tribune—David F. Lewis.
Kearney Hub—M. C. Kronn.
Lincoln Nebraska State Journal—F. L. Williams.
Nebraska City News-Press—J. H. Sweet.
Norfolk News—S. H. McCaw, managing ed.
North Platte Telegraph—A. J. Valentine.
Omaha Bee-News—T. W. McCullough.
Omaha World-Hearld—H. E. Newbranch, ed.

NEVADA

Carson City Appeal—H. R. Mighels.
Las Vegas Review Journal—A. E. Cahlan.
Reno Gazette—Graham Sanford.
Tonopah Times-Bonanza—John C. Martin.

NEW HAMPSHIRE

Concord Patriot—James M. Langley.
Portsmouth Herald—P. A. Moulton, Laurence Shorey, Charles Gray, Jr.

NEW JERSEY

Atlantic City Press & Union—Fred W. Shepper.
Bayonne Times—Henry Auger, City editor.
Bergen Record—John Borg, R. H. Wynkoop.
Bridgeton News—W. E. Middleton.
Hackensack Record—John Borg, R. H. Wynkoop.
Hoboken Observer—A. L. Fagan, A. Langer.
Newark Call—James P. Logan, John E. Beer, G. A. Falzer, Robt. L. Moora.
Newark Ledger—L. T. Russell, Sr., John Burke.
Newark News—Arthur J. Sinnott, I. L. White, Walter Karig, E. K. Herrick, L. H. Patterson, J. C. Phillips, L. H. Garrison.
Newark Star-Eagle—W. E. Burman.
New Brunswick News-Times — Harold E. O'Neill.
Passaic Herald—William M. McBride.
Paterson News—Harry B. Haines.
Toms River Sun—Fred G. Bunnell.
Trenton Times, Gazette, Times-Advertiser—Frederick L. Ferris (Times), Raymond A. Schroth (Gazette), John J. Cleary, (Times-Advertiser).
Tuckerton Beacon—Geo. Willits Parker.
Union City Dispatch—Haddon Ivins.
Vineland Times — Max Leuchter, Wm. Mulligan.

NEW MEXICO

Albuquerque Tribune—E. H. Shaffer.
Gallup Independent—J. Jaeger.
Hobbs News—Frank Shatzel.
Las Vegas Optic—H. W. Kane.
Roswell Dispatch—Darrell Swayze, Gilmore Nunn.

NEW YORK

Albany Knickerbocker Press—Walter P. Plummer, editor director.
Albany News—Walter P. Plummer, ed. dir.
Albany Times-Union—Harry Gott.
Auburn Citizen-Advertiser—Lithgow Osborne, Rudolph S. Chamberlain.
Binghamton Sun—Walter J. Lyon.
Brooklyn Citizen—Solon Barbanell, Harry Tower.
Brooklyn Eagle—John Alden, Philip Coan.
Buffalo Courier-Express—Frederick W. Kendall, Frank O. Hammond.
Buffalo News—Wm. R. Meldrum, Barnet Nover, Arthur Smyth, Merton M. Wilner.
Buffalo Times—Fred Charles.
Cortland Standard—F. H. Crook.
Elmira Star-Gazette—George S. Crandall.
Flushing North Shore Journal—Guy Nordman, editor.
Freeport Review—Arthur Hodges.
Hornell Tribune-Times—Miss S. Mabel Wombough, editor.
Hudson Star—Henry M. James.
Ithaca Journal-News—H. G. Stutz, C. R. Rosenberry.
Jamaica Long Island Press—Eugene Farrell.
Kingston Leader—Thomas J. Comerford, Floyd Edinger, Charles Douglas.
Little Falls Times—John Crowley.
Medina Journal—W. John Hinchey, mng. ed.; Alonzo L. Waters, ed.
Middletown Times Herald—George L. Seese.
Mt. Vernon Argus—F. E. Kenny, H. W. Robertson.
New York Bronx Home News—Harry Goodwin.
New York Corriere D'America—F. Cantelino.
New York Enquirer—A Sigismund.
New York Herald Tribune—Geoffrey Parsons.
New York Investment News—Clarence A. Hebb.
New York Jewish Day—Dr. Margoshes, Dr. Coralnik.
New York Jewish Forward—Abraham Cahan, editor.
New York Jewish Journal & News—Peter Wiernik, Jacob Fishman, Jacob Magidoff, Solomon Judson, A. Revutzky.
New York Journal of Commerce—Dr. Anna Youngman, J. I. Bogen.
New York La Prensa—J. M. Torres Perona.
New York Mirror—Emile Gauvreau, Edward Orleans.
New York News—Reuben Maury.
New York Nowy Swiat—W. B. Blazewicz, Peter P. Yolles.
New York North Side News—Geo. W. Markey.
New York Post—Royal J. Davis, F. R. Dulles.
New York Staats-Zeitung-Herold—Leo Bass.
New York Sun—Harold M. Anderson, James E. Craig, Louis A. Springer, Edwin H. Blanchard, Clayton Hoagland.
New York Times—Edw. M. Kingsbury, Arthur Krock, Simeon Strunsky, Henry E. Armstrong, Mrs. Charlotte Dean, Waldemar Kaempffert, James T. Shotwell, Harold Phelps Stoakes.
New York Wall Street Journal—F. A. Korsmeyer.
New York World-Telegram—Harry Pollard, Daniel Williams.
North Tonawanda News—C. E. Hewitt.
Ogdensburg Republican-Journal — Chas. S. Cantwell.
Olean Times-Herald—H. R. Helsby.
Oneida Dispatch—William H. Evans.
Oneonta Star—Andrew B. Saxton.
Oswego Palladium-Times—J. M. Gill, Clark Morrison, C. M. Gill.
Peekskill Star—E. Joe Albertson.
Plattsburg Republican—Stephen Harnett.
Poughkeepsie Eagle-News—Wm. E. Seely.
Poughkeepsie Star—Richard E. Coon, Jr., Arthur F. Wollenhaupt.
Rochester Journal—Clarence Little.
Rochester Times-Union—Ralph Webster, Hugo Christopher.
Rome Sentinel—A. R. Kessinger, J. A. Scott.
Salmanca Republican-Press—Matthew Weber, Harold W. Cole.
Schenectady Union-Star—Walter H. Main.
Syracuse Herald—Dr. John B. Howe, Fred Betts.
Troy Observer Budget—F. M. Collins.
Troy Record—Thomas H. Curry, Albert F. Demers, Dwight Marvin.
Utica Observer-Dispatch—W. W. Canfield.
Utica Press—H. Z. Jenkins.
White Plains Reporter—Walter V. Hogan.

NORTH CAROLINA

Asheville Citizen—Robert Lathan.
Asheville Times—Chas. K. Robinson.
Burlington Times News—John Brooks.
Charlotte News—Julian S. Miller, J. E. Dowd.
Charlotte Observer—Wade H. Harris, J. A. Parham.
Elizabeth City Advance—Herbert Peele.
Fayetteville Observer—George G. Myrover.
Goldsboro News-Argus—Talbot Patrick.
Greensboro News-Record—(News) Earle Godbey, (Record) A. D. Jones.
Henderson Dispatch—Henry A. Dennis.
Hendersonville Times-News—J. T. Fain.
Hickory Record—L. C. Gifford.
High Point Enterprise—C. M. Waynick.
Kingston Press—H. Galt Braxton, C. W. McDevett.
New Bern New Bernian & Sun-Journal—T. M. Diggs.
Raleigh Times—Robt. L. Gray.
Rocky Mount Telegram—T. E. Wagg.
Salisbury Post—J. E. Hurley, Sr., Spencer Murphy.
Wilson Times—John D. Gold.

NORTH DAKOTA

Jamestown Sun—P. M. Hansen.

OHIO

Akron Beacon Journal—J. P. Rosemond, E. S. Harter, Howard Wolf.
Akron Times-Press and Sunday Times—L. E. Judd, Jack Reed.
Alliance Review—N. A. Geyer.
Ashtabula Star-Beacon—J. J. Mundy, E. L. Bowman.
Lebanon News-Times—Henry L. Wilder.
Bellevue Gazette—A. C. Callaghan.
Bowling Green Sentinel Tribune—S. A. Canary.
Canton Repository—Darrel Mansell.
Celina Standard—F. A. Snyder.
Chillicothe Gazette—E. S. Wenis, Jas. Hannan. Hannan.
Cincinnati Enquirer—J. E. Moore, W. H. Hessler, John W. LaRue.
Cincinnati Post—J. G. Gordon, Alfred Segal.
Cincinnati Times-Star—Hulbert Taft.
Cleveland Plain Dealer—Archer H. Shaw.
Cleveland Press—A. T. Buick.
Columbus Journal—J. A. Meckstroth, Hershey Mowrey, C. C. Cummings.
Covington Stillwater Valley News—H. C. Marlin.
Dayton Herald—Harry H. Haberer.
Dayton News—Walter Locke.
Defiance Crescent News—Ralph W. Peters.
Dover Reporter—Henry Hagloch.
East Liverpool Review—Frank R. O'Hanlon.
East Palestine Leader—C. E. Oliver.
Elyria Chronicle-Telegram—J. C. George.
Findlay Republican—R. L. Heminger.
Fostoria Review—F. M. Hopkins.
Fostoria Times—Roscoe Carle, A. S. Bryan.
Fremont Messenger—Clyde P. Steen.
Fremont News—Geo. A. Hoot.
Gallipolis Tribune—W. G. Sibley.
Hamilton Journal—Clayton A. Leiter.
Hamilton News—L. R. Duvall.
Lisbon Journal—D. H. Frew.
Lorain Journal—Frank Maloy, David Gibson.
Lorain Times-Herald—Jos. E. Kuebler.
Marietta Times—Frank B. McKinney.
Massillon Independent—C. L. Knight, C. E. Chidester.
Mt. Vernon News—J. E. Devalon.
Newark Advocate—C. H. Spencer, Ema Spencer.
New Philadelphia Times—J. E. Hurst.
Norwalk Reflector-Herald—Dudley A. White.
Piqua Call—A. F. Ridenour.
Pomeroy Tribune—C. A. Schaefer.
Sandusky Star Journal—Ed L. Ways.
Springfield News-Sun—Walter Locke, Barr Moses.
Tiffin Advertiser—U. S. Abbott.
Toledo Blade—F. W. Warwick.
Toledo News-Bee—Howard Stephenson.
Toledo Times—Dan Plamer.
Warren Tribune-Chronicle — Thomas H. Deming.
Washington Ct. House Herald—J. H. Hayes.
Wilmington News-Journal—W. J. and W. W. Galvin.
Xenia Gazette—R. A. Higgins.
Youngstown Vindicator—Wm. F. Maag, Jr.
Zanesville Times Recorder & Sentinel—C. E. Granger, Fred L. Bolin.

OKLAHOMA

Ada News—Byron Norrell.
Alva Review-Courier—Schuyler Allman.
Bartlesville Enterprise—J. S. Leach.
Bartlesville Examiner—N. D. Welty.
Bristow Record—L. M. Nichols.
Chickasha Express—Geo. H. Evans.
Cushing Citizen—O. H. Lachenmeyer.
Durant Democrat—R. F. Story.
Elk City News—T. H. Maloy.
Enid News-Eagle—M. C. Garber.
Frederick Leader—J. L. Newland.
Henryetta Free Lance—Geo. Riley Hall.
Hobart Democrat Chief—D. C. Estes, D. C. Frost.
Holdenville News—Tom R. Phillips.
Hugo News—Ed Bennett.
Lawton Constitution—Ned Shepler.
Mangum Star—L. J. Miner, J. O. Tuton.
Miami News-Record—C. M. Bartlett.
Norman Transcript—Fred E. Tarman.
Oklahoma City News—Carl C. Magee.
Oklahoma City Times—E. K. Gaylord, Luther Harrison, W. M. Mills, Edith C. Johnson.
Pawhuska Journal Capital—H. G. Funkhouser.
Seminole News—J. G. Bennett.
Seminole Producer—James T. Jackson.
Shawnee News-Star—C. G. Roseberry.
Stillwater Press—Otis Wile.
Tulsa Tribune—Robert J. Lambert.
Tulsa World—Manton L. Marrs.
Vinita Leader, Journal—F. E. Barden.
Wewoka Times-Dem.—R. V. Peterson, Richard Elom.

OREGON

Bend Bulletin—Robert W. Sawyer, Henry N. Fowler, Phil F. Brogan.
Eugene Register-Guard—William M. Tugman.
Grants Pass Courier—Earle E. Voorhies.
Medford Mail-Tribune—Robert W. Ruhl.
Oregon City Enterprise—H. B. Cartlidge.
Pendleton East Oregonian—E. B. Aldrich.
Portland Journal of Commerce—W. O. Silverthorn.
Portland Journal—B. F. Irvine, Marshall N. Dana, Ward Irvine, S. Raddin, Jr.
Portland Oregonian—Ben Hur Lampman, Philip Parrish, L. K. Hodges.
Roseberry News-Review—Harris Ellsworth.
Salem Statesman—Charles A. Sprague.

PENNSYLVANIA

Allentown Call—Perry B. Ruhe.
Allentown Chronicle & News—William Reimert, Rodney Iredell.
Altoona Mirror—W. H. Schwartz.
Altoona Tribune—Theodore Arter, Jr., Robert D. Price.
Ardmore Main Line Times—Gordon H. Cilley.
Bangor News—W. E. Grubb.
Beaver Falls News-Tribune—John L. Stewart, H. C. Boettner.
Bradford Era—D. B. Rupley.
Brownesville Telegraph—E. J. Tilton.
Butler Eagle—John Laing Wise, editor.
Chester Times—Chas R. Long, Dr. H. C. Vedder, Jas. A. F. Glenney.
Clearfield Progress—G. A. Stewart.
Columbia News—S. S. Cust, Charles Gable.
Connellsville Courier—John L. Gans, mng. ed.
Corry Journal—Arthur Colegrove.
Doylestown Intelligencer—Geo. S. Hotchkiss.
East Stroudsburg Sun—James H. Eagle.
Erie Times—John J. Mead, Jr.
Franklin News-Herald—James A. Murrin.
Homestead Messenger—Bert F. Kline.
Johnstown Democrat—H. G. Andrews.
Lansford Record—V. J. Dougherty.
Latrobe Bulletin—Thos. M. Whiteman.
Lewistown Sentinel—Meredith Meyers.
Lock Haven Express—R. F. Gross, C. E. Richens.
Meadville Tribune-Republican—Walter Irving Bates.
Norristown Register—Samuel M. Rosenthal.
Oil City Derrick—John O'Donnell.
Philadelphia Inquirer—Chas. H. Heustis.
Philadelphia Public Ledger—G. Ellis Porter.
Philadelphia News—J. H. Keen.
Philadelphia Record—Edward N. Teall, Samuel Grafton, assistant.
Philadelphia Star—Henry Starr Richardson.
Philipsburg Journal—W. T. Bair.
Phoenixville Republican—E. J. Breece.
Pittsburgh Post-Gazette—W. T. Martin, A. H. Carroll.
Pittsburgh Press—Roscoe Fleming.
Pittsburgh Sun-Telegram—Max Henrici.
Pottstown News—R. C. Kelley.
Pottsville Journal—H. I. Silliman.
Reading Times—Abe Hurwitz, Russ Symontowne.
Renovo Record—John U. Shaffer.
St. Mary's Press—H. F. O'Brien.
Scranton Republican—Laurence H. Watres, ed.
Scranton Sun—Mark K. Edgar.
Shamokin Dispatch—Howard O. Siglin.
Sharon Herald—Wm. B. Ramsay.
Sharon Telegraph—J. M. George.
Sunbury Item—H. H. Haddon, B. A. Beck.
Susquehanna Transcript—U. G. Baker.
Tarentum News—Geo. D. Stuart.
Titusville Herald—E. T. Stevenson.
Towanda Review—H. M. Turner, L. A. Merrill.
Tyrone Herald—B. C. Jones.
Waynesboro Record Herald—Floyd Chalfant.
Wilkes-Barre Independent—Thos. F. Heffernan, John V. Hefferman.
Wilkes-Barre Times Leader—W. E. Woodruff, Jos. T. Murphy.
York Gazette & Daily—J. W. Gitt.

RHODE ISLAND

Newport News—Marshall C. Rogers.
Pawtucket Times—Daniel J. Lawlor.
Providence News-Tribune—Maurice Joy.
West Warwick Times—Irving P. Hudson.
Woonsocket Call—Arthur H. Crowell.

SOUTH CAROLINA

Columbia State—Wm. E. Gonzales.
Florence News—M. C. Brunson.
Greenwood Index-Journal—H. L. Watson.
Spartanburg Herald-Journal—C. O. Hearon, (Herald); P. H. Fike, (Journal).
Union Times—Lewis M. Rice.

SOUTH DAKOTA

Aberdeen News-American—Howard C. Anderson.
Deadwood Pioneer-Times—L. V. Morford.
Huron Huronite—Chas. H. J. Mitchell, R. D. Lusk.
Madison Sentinel—F. L. Mease.
Mitchell Republican—W. R. and M. B. Ronald.
Pierre Journal—J. E. Hipple.
Sioux Falls Argus-Leader—C. M. Day.
Watertown Public Opinion—George B. Elliott.
Yanktown Press—F. H. Monfore, Geo. E. Masters.

TENNESSEE

Athens Post—Fred E. Wankan.
Chattanooga News—A. D. Mynders, George F. Milton, F. C. Schneider, Jr.
Chattanooga Times—R. E. Walker.
Clarksville Chronicle—Stanley Gower.
Columbia Herald—J. W. Finney.
Dyersburg Gazette—Russel Bruce.
Jackson Sun—C. Harris Brown.
Johnson City Chronicle-News—Guy L. Smith, Carroll E. King.
Knoxville Journal—R. H. Clagett, Anne Rankin, J. A. Dunn.
Knoxville News-Sentinel—Benton J. Stong.
Memphis Press-Scimitar—Ralph Millett.
Murfreesboro News-Journal—Jesse C. Beesley, Jr.
Nashille Banner—George H. Armistead.

TEXAS

Abilene Reporter-News—Frank Grimes.
Amarillo Glove-News—Eugene A. Howe.
Big Spring Herald—Wendell Bedichek.
Borger Herald—J. C. Rothwell.
Breckenridge American—R. C. Campbell.
Brownsville Herald—Ralph L. Buell.
Childress Index—Jas. L. Martin, Sr.
Commerce Journal—S. P. Hart.
Corpus Christi Caller-Times—Grady Kinsolving.
Dallas Herald—B. C. Jefferson.
Dallas News—Dr. J. Q. Dealey, Wm. B. Ruggles, Lynn W. Landrum.
Denton Record-Chronicle—R. J. Edwards.
El Paso El Continental—A. Deras.
El Paso Times—H. S. Hunter.
Ft. Worth Star-Telegram—C. A. Benson; C. W. Harris.
Galveston News-Tribune—E. L. Wall (N), J. H. Grizzard (T).
Greenville Banner—Fred Horton.
Greenville Herald—T. R. Poole, C. W. Goff.
Hillsboro Mirror—J. C. Butts.
Houston Chronicle—E. R. Millis.
Houston Press—Marcellus E. Foster, George B. Waters.
Longview Journal—S. A. Parker.
Longview News—S. A. Parker.
Lubbock Avalanche Journal—Chas. A. Guy.
Marlin Democrat—J. M. Kennedy.
McKinney Gazette—Don W. Bagwill.
Mexia News—B. H. Brailo.
Midland Telegram—R. C. Hankins.
Nacogdoches Sentinel—H. C. Fuller.
Palestine Herald—W. M. Hamilton, H. V. Hamilton.
Pampa News—Olin E. Hinkle.
Paris Dinner Horn—Carey H. Snyder.
Paris News—John H. Purnell.
Ranger Times—W. H. Mayes, Jr.
San Angelo Standard Times—Dean Chenoweth, Robert M. Jackson.
San Antonio La Prensa—J. F. Rojas, Sr., O. Moheno, N. G. Naranjo.
San Antonio Light—J. H. McLean.
San Benito Light—W. D. Holland.
Sherman Democrat—J. Newell Johnston, E. J. Parker.

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PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

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Associate Editors

Sulphur Springs News-Telegram—John S. Bagwell.
Sweetwater Reporter—Robert M. Jackson.
Taylor Press—Geo. B. Peeler.
Temple Telegram—Walter R. Humphrey.
Terrell Tribune—E. Y. Horn.
Timpson Times—T. J. Molloy.
Tyler Times-Telegraph—Carl L. Estes.
Waco News Tribune—Frank Baldwin.
Waxahachie Light—Ward Lusk.
Wichita Falls Times—John Gould.
Yoakum Herald—H. D. Meister.

UTAH

Brigham Box Elder Journal—Will R. Holmes, Wm. G. Call.
Ogden Stand-Examiner—Frank Francis, D. J. Greenwell.
Provo Herald—R. W. Goodell, E. R. Rasmuson.
Salt Lake News—Jos. J. Cannon, J. A. Langton.
Salt Lake Telegram—Burl Armstrong.
Salt Lake Tribune—G. B. Heal.

VERMONT

Barre Times—Dean H. Perry.
Bennington Banner—Frank E. Howe.
Brattleboro Reformer—H. C. Rice.
Rutland Herald—H. L. Hindley.
St. Johnsbury Caledonian Record—Herbert A. Smith.

VIRGINIA

Bristol Herald Courier—Herschel Dove, Walter Crockett.
Clifton Forge Review—Geo. O. Greene.
Danville Register-Bee—W. S. Meacham, Gerard Tetley.
Harrisonburg News-Record—John R. Crown.
Harrisonburg Telegraph—E. J. Stackpole, Sr.
Newport News Press—Lewis T. Jester.
Newport News Times-Herald—Wm. M. Harrison.
Norfolk Pilot—Louis I. Jaffe.
Petersburg Progress Index—Walter Edward Harris.
Portsmouth Star—N. R. Hamilton, W. B. Darden, W. B. Lohman.
Roanoke World-News—W. B. Smith.
Suffolk News-Herald—H. P. Guerrant, W. C. Johnston.
Waynesboro News-Virginian—Louis Spilman.

WASHINGTON

Aberdeen World—W. A. Rupp, W. L. Morris.
Bellingham Herald—W. C. Carver, Frank I. Sefrit.
Bellingham News—Wm. Gardiner.
Centralia Chronicle—H. L. Bras.
Everett News—Herbert M. Peet.
Longview News—J. M. McClelland.
Olympia Olympian—Horace M. Lane.
Seattle Journal of Commerce—Milton Bean.
Seattle Post-Intelligencer—A. C. Shoemaker, Carlton Fitchett.
Seattle Star—James G. Scripps, James Marshall.
Spokane Press—E. W. Jorgenson.
Spokane Spokesman-Review—N. W. Durham, S. King, W. W. Hindley.
Vancouver Columbian—Herbert J. Campbell.
Walla Walla Bulletin—J. G. Kelly, H. Sherman Mitchell.
Walla Walla Union—R. W. Fisher.
Yakima Herald—Paul Neill.
Yakima Republic—W. W. Robertson.

WEST VIRGINIA

Beckley Post-Herald—Ted McDowell.
Charleston Gazette—W. E. Chilton, Jr.
Charleston Mail—R. H. Martin.
Clarksburg Exponent & Telegram—Ray W. Garvin, Sam T. Mallison.
Fairmont W. Virginian—James C. Herbert.
Hinton News—J. E. Faulconer.
Huntingdon Herald-Dispatch—James B. Clendenin.
Point Pleasant Register—W. Cleveland Bowie.
Welch News—W. R. Keyser.
Wellsburg Herald—Geo. S. Larrimore.
Wheeling Register—R. I. Plummel.
Williamson News—H. G. Clark.

WISCONSIN

Antigo Journal—Fred L. Berner, Earle Holman.
Appleton Post-Crescent—V. I. Minahan.
Beloit News—Mason H. Dobson.
Berlin Journal—Arthur Bostwick.
Eau Claire Telegram—W. P. Welch, P. C. Atkinson.
Fond du Lac Reporter—C. F. Coffman.
Janesville Gazette—Stephen Bolles.
Kenosha News—E. F. Marlatt.
La Crosse Tribune Press—A. M. Brayton.
Madison Capital Times—William T. Evjue.
Madison Wisconsin State Journal—A. M. Brayton.
Manitowoc Herald-News—E. W. Mackey, W. F. Ohde.
Marshfield Herald—H. A. Quirt.
Merrill Herald—W. B. Chilsen.
Milwaukee Journal—J. D. Ferguson, D. W. Swiggett, W. C. Conrad, F. W. Luening, F. P. Olds.
Monroe Times—H. B. Lyford.
Neenah News-Times—Clara A. Bloom.
Oshkosh Northwestern—Louis H. Torreyson.
Portage Register-Democrat—J. D. Evans, Chas. Hulten.
Racine Call—W. S. Goodland.
Racine News—F. R. Starbuck.
Stoughton Courier Hub—Harold W. Quirt.
Superior Telegram—Gordon MacQuarrie.
Waukesha Freeman—Henry A. Youmans.
Wausau Herald—J. L. Sturtevant, John G. Sanders.
Wisconsin Rapids Tribune—Wm. Huffman.

WYOMING

Casper Tribune-Herald—R. E. Evans.
Lander Post—Geo. R. Adam.
Laramie Republican-Boomerang—F. S. Burrage.
Sheridan Press—Haydie Yates.

ALASKA

Seward Gateway—E. F. Jessen.

HAWAII

Honolulu Advertiser—Raymond Coll, A. A. Greene.
Honolulu Hochi—S. Terasaki.

CANADA

ALBERTA

Calgary Albertan—D. G. Marsh.
Calgary Herald—R. S. Somerville.
Edmonton Bulletin—John Howey.
Edmonton Journal—A. B. Watt.

BRITISH COLUMBIA

New Westminster B. Columbian—R. McLennan, J. D. Taylor.
Vancouver Star—J. Edward Norcross.
Vancouver Sun—H. L. Weir.
Victoria Times—H. P. Hodges.

MANITOBA

Winnipeg Press—Miss K. M. Haig, H. M. Moore.
Winnipeg Tribune—B. A. Macnab, Reynald Hooper.

NEW BRUNSWICK

Moncton Transcript—O. L. Barbour.
Saint John Telegraph-Journal-Times-Globe—A. M. Belding, F. X. Jennings.

NOVA SCOTIA

Glace Bay Gazette—A. D. MacNeill.
Halifax Herald-Mail—E. E. Kelley.
Sydney Post—H. P. Duchemin.
Sydney Record—H. B. Jefferson, H. Cunningham.

ONTARIO

Belleville Intelligencer—F. W. Rathman, C. D. Tice, Geo. Gorman, A. Johnson, J. Donohue, K. Calling.
Galt Reporter—Allan Holmes, N. Knechtel.
Hamilton Herald—A. E. S. Smythe.
Hamilton Spectator—A. J. Holloway.
Kingston Whig Standard—W. Rupert Davies, editor.
Kitchener Record—W. J. Motz, W. D. Enler, H. B. Helm, A. H. Lowe.
Niagara Falls Review—James M. Cowan.
Ottawa Citizen—C. A. Bowman.
Ottawa LeDroit—Chas. Gautier.
Owen Sound Sun-Times—M. B. Dulmage.
Peterboro Examiner—F. B. Craig.

TORONTO

Sarnia Observer—A. W. Tennant.
Sault St. Marie Star—J. W. Curran.
St. Catherine Standard—H. L. Walsh.
Stratford Beacon Herald—A. R. Kennedy.
Toronto Globe—Elmore Philpott, M. O. Hammond, H. V. Ferguson.
Toronto Mail & Empire—F. D. L. Smith, J. S. MacLean, J. V. McAree.
Toronto Telegram—J. E. Robertson, J. K. Onunto.
Toronto Star—J. T. Clark, G. H. Maitland, W. R. Plewman.
Windsor Star—Ellison Young, W. L. Clark, D. P. Connery, H. M. Morden.

QUEBEC

Montreal Herald—C. L. Sibley.
Montreal La Patrie—J. A. Gauthier, Leopold Houle.
Montreal La Presse—Eugene Lamarche, Noel Fauteux, Bruno Wilson.
Montreal le Devoir—Louis Dupire, Emile Benoist.
Montreal Standard—Dr. Frederic Yorston.
Montreal Star—A. R. Carman, G. F. Wright, S. Morgan Powell.
Quebec L'Action—M. Dandurand, Thomas Poulin.
Quebec L'Evenement—J. E. Barnard, E. Chasse.
Sherbrooke La Tribune—L. P. Robidoux.
Sherbrooke Record—K. Flaherty.

SASKATCHEWAN

Regina Leader Post—M. B. Cody.
Regina Star—Frank Wright.
Saskatoon Star-Phoenix—W. R. Clarke,

(Continued on page 208)

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Birmingham News & Age-Herald—A. B. Bealle, Osburn Zuber, C. N. Feidelson.
Mobile Press—Col. H. P. Ewald.
Montgomery Advertiser—Joel Woodruff.
Tusaloosa News—Hamner Cobbs, telegraph editor; Harold Cullen, sports editor.

ARIZONA

Flagstaff Coconino Sun—Del Strong, Dan Crumley, Lola Moeller.
Miami Arizona Silver Belt—M. W. Walker, Ray Carlson.
Prescott Journal Miner—A. J. Doud, pub.; R. J. Aitken, managing ed.; Ralph Williams, Donald Morgan.
Tucson Citizen—A. K. Parker.
Yuma Sun—Charlotte Worthington.

ARKANSAS

Eureka Springs Times-Echo—S. A. Diehl, ed.
Hot Springs New Era & Sentinel-Record—Chas. Goslee, ed.; Douglas Hotchkiss.
Jonesboro Tribune—James Young, Jr.
Little Rock Arkansas Democrat—E. J. Liske, Robert Dean.
Little Rock Arkansas Gazette—Rowland Thomas.
Mena Star—G. W. Konkler.
Paragould Press—Gilbert Daulton, Miss Pauline Robb.
Russelville Courier-Democrat—Johnny Erp.
Texarkana Gazette & News—Henry Humphrey.
Wynne Progress—Mrs. Fountain, Clara Lee Pulley.

CALIFORNIA

Alameda Times-Star—Friend W. Richardson, managing editor.
Chico Enterprise—Werdon A. Cowan.
Corning Observer—Francis W. Mosher.
Culver City Star-News—Fred S. Walburn, Rembert James.
Escondido Times-Advocate—Percy Evans.
Fresno Republican—Ben R. Walker.
Los Angeles Journal of Commerce—Chas. H. Scott, T. W. Eastin.
Los Angeles Times—Ralph W. Trueblood, mng. ed.; Chapin Hall, asst. mng. ed.; Wm. Holden, Sunday ed.; L. D. Hotchkiss, city ed.; Earl Craven, tel. ed.; Paul Lowry, sports ed.
Merced Sun-Star—Philip Dickinson.
Ontario Report—R. F. Graetenger.
Orange News—R. S. Arguello.
Palo Alto Times—Elinor V. Cogswell, asst. ed.
Pasadena Star-News—J. H. Pryor, A. J. Hosking.
Pittsburgh Post Dispatch—Maynard C. Youngs, sports editor.
Red Bluff News & Times-Sentinel—R. H. Boding, C. B. Wheatley.
Redwood City Tribune—James D. Hedge.
Sacramento Bee—W. A. Lawson, Roy V. Bailey.
Sacramento Union—Chas. J. Lilley.
Salinas Index-Journal—Frank Connor, city ed.
San Francisco Chronicle—Karl M. Anderson, managing editor.
San Jose Mercury Herald—E. A. Hayes, J. O. Hayes, publishers.
San Mateo Times & News Leader—J. P. McSorley.
Santa Ana Register—Mary B. King.
Santa Cruz Sentinel—I. D. Stanford.
Santa Maria Times—H. R. Reynolds.
Santa Monica Outlook—Carl F. White.
Visalia Times-Delta—Clifford Relander.
Wilmington Press—Claudia A. Roberts.

COLORADO

Colorado Springs Gazette & Telegraph—T. W. Ross.
Denver Post—Wm. C. Shepherd.
La Junta Democrat—James A. Gevitz.
Loveland Reporter-Herald—R. J. Ball, R. L. Etter.
Montrose Press—C. E. Adams.
Pueblo Chieftain—Howard M. Miller.

CONNECTICUT

Hartford Courant—G. B. Armstead, mng. ed.; J. F. Reitemeyer, city ed.
Manchester Herald—Ronald H. Ferguson, Malcolm Mollan.
Meriden Record—Julia Lansing Hull.
New Haven Journal-Courier—Charles W. Ives, Amos P. Wilder.
New Haven Times—Robt. C. Wilson.
Waterbury Democrat—Neil Maloney, Miss Margaret Maloney.

DELAWARE

Wilmington Journal—Clement B. Hallam, city editor.
Wilmington News—Albert W. Cummins.

DISTRICT OF COLUMBIA

Washington Star—Newbold Noyes, T. P. Noyes, G. A. Lyon.

FLORIDA

Bartow Polk Co. Record—George H. Clements.
Clearwater Sun—Wayne Oliver.
Coconut Grove Examiner—W. M. Johns.
Daytona Beach News-Journal—Cecil Eastman.
Gainesville Sun—Carey Thomas, W. F. Hampton.
Key West Citizen—Ed Gray, Sam E. Harris.
Lakeland Ledger & Star-Telegram—Edwin P. Thomas.
Lake Worth Leader—Jack Menges.
Miami News—Truman T. Felt.
Palatka News—A. Bev. Baker.
Tampa Tribune—R. W. Simpson, manager.
Tampa Times—H. C. Slichter, managing ed.
Winter Haven Chief—R. N. Haas.

GEORGIA

Atlanta Journal—John S. Cohen, editor.
Griffin News—Dr. W. F. Melton.
Macon News—W. T. Anderson, editor.
Macon Telegraph—W. T. Anderson, editor; Mark F. Ethridge, mng. ed.
Savannah News—Daniel G. Bickers, editor.

IDAHO

Boise Capital News—R. L. Brink, editor.; Chet Reese, managing editor.
Pocatello Idaho State Journal—E. T. Spencer.
Twin Falls News—John C. Harvey.

ILLINOIS

Belleville News-Democrat—
Benton News—Paul R. Lyons.
Cairo Citizen—Hollis F. Ulsh.
Carlinville Macoupin County Enquirer—Mrs. C. J. Lumpkin, Miss Lucille F. Hall, H. A. David.
Champaign-Urbana News-Gazette—E. C. Bleau.
Chicago Journal of Commerce—James B. Young, managing editor.
Chicago News—Lincoln MacMillan.
Chicago American—James P. Bicket mng. ed.; Ernest A. Keller, assoc. mng. ed.; Harry Read, city ed.
Galena Gazette—A. W. Glessner.
Galesburg Register-Mail—Richard F. Jelliff.
Herrin Journal—D. C. Greer, Hal W. Toovillion.
Macomb Journal—L. A. Randolph, T. L. Roark.
Marion Republican—Oldham Paisley.
Maywood Tri City Press—Irwin Mathisen, Morris Kaplan.
Moline Dispatch—M. W. Campbell.
Pana Palladium—Will F. Jordan.
Peoria Journal—Transcript—George W. Barrette.
Peoria Star—Howard Fuller, Chi Gamble.
Quincey Herald-Whig—Robert Switzer.
Rock Island Argus—Frank E. Brandt.
Waukegan News Sun—Eino Macklin.
Woodstock Sentinel—Chas. F. Renich, ed., pub.

INDIANA

Bedford Times—Catherine Butler.
Bloomington World—Virginia Hill.
Brazil Times—R. H. Plumb.
Connersville News-Examiner—Kate Heran.
Frankfort Times—Walter S. Max, Grace G. Fowler.
Indianapolis News—W. L. Wilson.
Kokomo Tribune—J. A. Kautz, editor.
LaPorte Herald-Argus—Chas. A. Beal, Cy R. Parker.
New Castle Courier-Times—W. S. Chambers, Scott Chambers, A. C. Hiner.
Plymouth Democrat—Roland B. Metsker.
Princeton Clarion-News—George B. Grisby, Fred R. Ewing.
South Bend News-Times—McCready Huston.
South Bend Tribune—Gerald Cosgrove.
Vincennes Sun-Commercial—Ross Garrigus.
Warsaw Times—Estella Williams.
Washington Democrat—Sam B. Boyd, Henry Backes.
Washington Herald—Earl McCafferty.
Wells News-Banner—D. H. Swaim, Roger G. Swaim.

IOWA

Boone News-Republican—Miss Mary T. Goldthwaite.
Clarinda Herald—Carroll Mitchell, Jeannette Painter.
Cherokee Times—Paul H. Caswell, mng. ed.
Davenport Democrat & Leader—Hugh Harrison.
Des Moines Register & Tribune—W. W. Waymack.
Marshalltown Times-Republican—Don Hoopes, managing editor.

KANSAS

Atchison Globe—Carl Brown.
Coffeyville Journal—Stanley Platz.
Emporia Gazette—W. A. White, W. L. White.
Garden City News—Mrs. Alice Sturtevant.
Liberal News—R. G. Zimmerman.
Manhattan Chronicle & Mercury—Fred A. Seaton.
Newton Kansan-Republican—J. L. Napier.
Norton Telegram—C. R. Mann.
Wichita Beacon—R. E. Wilson, T. L. Givens.
Wichita Eagle—Burt Doze, John A. Reed.

KENTUCKY

Danville Kentucky Advocate—W. O. McIntyre.
Hopkinsville New Era—A. W. Wood.
Louisville Courier-Journal—Harrison Robertson, Barry Bullock, L. V. Armentrout.
Middlesboro News—John H. McGiboney.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau.
Monroe World & News-Star—Fred Williamson.
Ruston Leader—C. E. Faulk, Jr.
Shreveport Journal—Otis Harris, W. W. Moore.

MAINE

Waterville Sentinel—James E. McMahon.

MARYLAND

Baltimore Sun—Chas. M. Harwood, Dexter M. Keezer.

MASSACHUSETTS

Boston C. S. Monitor—Willis J. Abbot, Roland R. Harrison, James E. Patton, Frank L. Perrin.
Boston Record—James A. Murphy, mng. ed.; Hinson Stiles, asst. mng. ed.
Boston Transcript—John Cutler, Joseph Chamberlin, J. E. King.
Fall River Herald News—Clarence E. Bury.
Gardner News—Joseph K. Colton, Thomas F. Flynn.
Gloucester Times—John A. Radcliff city editor.
Greenfield Recorder—Paul S. Walcott.
Holyoke Transcript—Wm. Dwight, A. Ryan.
Lawrence Eagle—John F. Dowd, F. A. Ladd.
Lowell Courier-Citizen & Leader—F. W. Coburn, Sidney R. Fleet.
Lynn Item—Harold D. Valpey, Harold F. Moulton, Albert A. Pashby, Willard C. Chase, Charles B. McGhee.
Lynn Telegram-News—Thomas McManus.
Medford Mercury—Samuel Sayward, editor; Edward A. Cronin, city editor.
Milford News—Gerald M. Richardson.
Springfield Republican—Edward Jenckes, Jr., R. S. Brooks, F. E. Regal.
Wakefield Item—Stanley O. Urquhart.
Worcester Telegram & Gazette—Joseph C. DeWolf, James F. Carroll.

MICHIGAN

Battle Creek Moon-Journal George B. Dolliver.
Cheboygan Tribune—Gordon Turner, city ed.
Coldwater Reporter—Miss Ruth Kitchel.
Detroit Free Press—Douglas D. Martin.
Detroit Saturday Night—N. H. Bowen, D. A. Hayden.
Lansing State Journal—G. G. Granger, K. R. West.
Ludington News—Agnes MacLaren, mng. ed.
Marquette Mining Journal—E. A. Moore.
Muskegon Chronicle—C. D. McNamee.
Wyandotte Record—James E. Ostrum.

MINNESOTA

Albert Lea Tribune—S. O. Simonson, L. S. Whitcomb.
Duluth Herald—Russel C. Henry.
Fairmont Sentinel—H. S. Fairley.
Hibbing Tribune—Geo. M. Fisher, Clarence T. Smith.
Minneapolis Tribune—R. Dowsley Clark, assistant managing editor.
Stillwater Gazette—W. E. Easton, W. C. Masterman,
Virginia Enterprise—Elbridge C. Smith.
Willmar Tribune—Victor E. Lawson.

MISSISSIPPI

Jackson Clarion Ledger—T. M. Hederman, editor, publisher.
Laurel Leader-Call—E. E. Hoffman, Thos. M. Gibbons.

MISSOURI

Carrollton Democrat—W. R. Painter, W. S. Holliday, E. F. Chesman.
Columbia Tribune—L. H. Edwards.
Cameron News-Observer—J. F. Frazier.
Carthage Press—E. L. Dale, W. L. Schrantz.
Fulton Sun-Gazette—C. C. Herring, Grace Patton.
Kansas City Star—D. Austin Latchaw.
Macon Chronicle Herald—Edgar White.
Marshall News—John R. Hall.
Neosho Democrat—Will G. Anderson, James G. Anderson.
Poplar Bluff American Republic—James Hendrickson, city editor.
St. Joseph News-Press-Gazette—C. L. Rutt, Dean Wilde, Arthur Burrowes.
St. Louis Times—Harry James, W. A. Frisbie.
Springfield Press—M. C. Salmon, sport editor.
Webb City Sentinel—Geo. R. Nichols.

MONTANA

Great Falls Tribune—Ernest Immel.
Lewistown Democrat-News—Maxine Stout, Coleman Stout.
Livingston Enterprise—Francis Powell, W. H. Flint.
Miles City Star—L. F. Grill.
Moberly Monitor-Index—James Todd, W. T. VanCleve.

NEBRASKA

Beatrice Sun—T. D. Bradley.
Falls City Journal—James S. Ramsey, city ed.
Lincoln Neb. State Journal—N. T. Dobbins, F. S. Drath.
Nebraska City News-Press—Arthur R. Sweet.
Omaha World-Herald—W. R. Watson, mng. ed.; Guy S. Williams, news ed.; B. F. Sylvester, city ed.

NEVADA

Carson City Appeal—Mrs. Lucy Crowell.

NEW HAMPSHIRE

Portsmouth Herald—P. A. Moulton.

NEW JERSEY

Atlantic City Press & Union—Edward P. Beach, Ernest F. Golding, Geo. W. Weintraub.
Bayonne Times—A. V. Ripps.
Camden Courier—Arthur D. Pierce.
Hoboken Jersey Observer—A. L. Fagan, A. Langer.
Morristown Record—Wm. P. O'Neill.
Newark Ledger—John T. Burke.
Newark Sunday Call—Wm. S. Hunt.
Orange North Jersey Courier—J. Clifford Jones.
Toms River Sun—W. Byron Maynard.

NEW YORK

Brooklyn Citizen—James J. Dempsey, mng. ed.
Brooklyn Eagle—Cleveland Rodgers, editor.
Buffalo News—A. H. Kirchofer, F. G. Potts.
Buffalo Times—John Turner, managing editor.
Freeport Nassau Review—Arthur Hodges.
Jamaica Long Island Press—D. A. Butler.
Jamestown Post—Edwin L. McMillen.
Little Falls Times—John McGuire, C. D. Crowley.
Middletown Times Herald—Horace A. MacGowan.
New York Herald Tribune—Arthur S. Draper, assistant editor.
New York Jewish Day—B. Z. Goldberg, Z. H. Rubenstein.
New York Jewish Forward—H. Rogoff.
New York Jewish Journal & News—Jacob Fishman, managing editor, Solomon Judson, Jacob Magidoff.
New York La Prensa—J. M. Torres Perona.
New York News—Joseph M. Patterson, ed.; Frank J. Hause, mng. ed.
New York North Side News—Margaret Foldes, D. T. McInerney.
New York Post—Ralph E. Renaud, asst. ed.; Rowland Wood, city ed.
New York Sun—Frank M. O'Brien, ed.; Keats Speed, mng. ed.
New York Times—Dr. John H. Finley.
New York Wall Street Journal—Thomas F. Woodlock.
Olean Times—John Morton.
Oswego Palladium-Times—C. T. Leighton, John M. Gill.
Plattsburg Press—Thos. H. Weldon.
Rochester Times-Union—Paul Benton.
Schenectady Union-Star—Philip H. Wertz, managing editor.
Troy Record—Thomas H. Curry, Albert F. Demers.
Utica Press—Hugh Hughes.
White Plains Reporter—Milton Harker.

NORTH CAROLINA

Burlington Times-News—O. F. Crowson, Jr.
Charlotte News—J. E. Dowd.
Elizabeth City Advance—Mrs. Herbert Peele.
Greensboro News—H. W. Kendall.
Wilson Times—Ed. Doris.

OHIO

Akron Beacon Journal—J. P. Rosemond, news editor.
Ashtabula Star-Beacon—John S. Gotshall, E. C. Hankins.
Celina Standard—C. S. Fishbaugh.
Cincinnati Times-Star—Clark B. Firstone, Richard Blake, Jos. W. Sangmaster.
Cincinnati Enquirer—John W. LaRue, assistant managing editor.
Cincinnati Post—Frank W. Rostock, pres. ed.; E. P. Mills, mng. ed.; Carl Goelz, news ed.; Maurice Henle, city ed.
Cleveland Plain Dealer—Archer H. Shaw, C. T. Robertson, Russel Weisman, Russel Herrick.
Columbus Citizen—Harry F. Busey.
Gallipolis Tribune—Earl W. Mauck.
Cleveland Plain Dealer—Archer H. Shaw, C. T. Robertson, Russell Weisman, Russell Herrick.
Columbus Citizen—Harry F. Busey.
Dayton News—Richard Cull, editor director; D. E. Kumler, managing editor.
Defiance Crescent-News—Homer J. Schutt.
Dayton News—Richard Cull, D. E. Kumler.
Defiance Crescent-News—Homer J. Schutt.
East Palestine Leader—P. H. Merwin.
E. Palestine Leader—P. H. Merwin.
Fostoria Review—E. M. Hopkins.
Fremont Messenger—Clyde P. Steen, Albert O'Farrell.
Fostoria Review—E. M. Hopkins.
Fremont Messenger—Clyde P. Steen, Albert O'Farrell.
Gallipolis Tribune—Earl W. Mauck.
Hamilton News—L. R. Duvall, Emerson Robinson.
Lorain Times-Herald—Tex DeWeese.
Mt. Vernon Republican News—G. E. Devalon.
Newark Advocate—F. A. Woolson.
Newark Advocate—F. A. Woolson.
Pomeroy Tribune—C. A. Schaefer.
Ravenna Record—E. Y. Lacey.
Ravenna Record—E. Y. Lacey.
Sandusky Register—Paul Heiberger.
Sandusky Star-Journal—Earl Walrath.
Toledo Blade—Lucas J. Beecher, F. W. War.
Toledo News-Bee—Howard Stephenson.
Troy News—Leroy Elliott.
Tiffin Tribune—J. H. Thompson.
Toledo Blade—Lucas J. Beecher, F. W. War.
Toledo News-Bee—Howard Stephenson.
Toledo Times—John Dun.
Troy News—Leroy Elliott.
Washington Court House Herald—H. S. Hayn.
Youngstown Telegram—Albert A. Reilly.
Youngstown Telegram—Albert A. Reilly.
Zanesville Times Recorder & Signal—Harry Basehart.
Zanesville Times-Signal—Harry Basehart.

OKLAHOMA

Ada News—Byron Norrell.
Alva Review-Courier—Schuyler Allman.
Clinton News—R. E. Lindsay.
Durant Democrat—Wesley Dickey.
Henryetta Free Lance—Hugh C. Hall.
Mangum Star—Davis O. Vandivier, L. J. Miner.
Miami News-Record—H. B. Hutchinson.
Oklahoma City News—R. T. Fredericks.
Stillwater Press—Edwin H. Brown.
Tulsa Tribune—Mrs. Richard Lloyd Jones, Miss Amy Comstock.

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PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 208)

Associate Editors

Tulsa World—N. G. Menthorne.
Wewoka Times-Democrat—Ed. Sebastian.

OREGON

Bend Bulletin—Henry N. Fowler.
Engene Register-Guard—Alton F. Baker.
Medford News—Arthur L. Schoeni.
Oregon City Enterprise—C. F. Bollinger, Peter Laurs.
Portland Journal of Commerce—W. O. Silverthorn.
Portland Oregon Journal—Marshall N. Dana.

PENNSYLVANIA

Altoona Mirror—Harry L. Johnstown, managing editor.
Ardmore Main Line Times—Harold E. Reice, H. T. Craven.
Bradford Era—M. R. Fiscus, M. Y. Flanigan, J. W. Nelson, Jr.
Chester Times—James A. F. Glenney, Samuel M. Burke.
Clearfield Progress—C. A. Shaw.
Columbia News—Charles Gable.
Corry Journal—W. P. Lombard.
East Stroudsburg Sun—Chas. A. Keiper.
Franklin News-Herald—Jas. B. Borland, O. H. Graham.
Lansford Record—Edward T. Gildea, Russell Thomas.
Lebanon News-Times—Henry L. Wilder.
Lock Haven Express—C. E. Oberheim, C. E. Richens.
Mechanicsburg Local News—Richard Miller.
Norristown Register—Clifton S. Hunsicker.
Oil City Derrick—John M. Egan.
Philadelphia Inquirer—Edward Fuller, Geo. Barton, Wm. C. Temple.
Philadelphia Public Ledger—Edward E. Croll, asst. ed.; C. M. Morrison, ed.
Phoenixville Republican—Chas. E. Albert.
Pittsburgh Sun-Telegraph—Chas. W. Danziger.
Pottstown News—R. C. Kelley.
Pottsville Journal—J. M. Harris.
Reading Eagle—Walter S. Dillon, Theodore R. Hughes, Earl M. Reed.
Reading Times—Russ Symontowne.
Renovo Record—Barbara Lees.
Scranton Republican—Eugene H. Fellows, John E. Kern.
Scranton Times—Thomas Murphy.
Shamokin Dispatch—Dan Farrow, Clyde F. Ketner.
Shamokin News—S. John Bird.
Sunbury Item—B. A. Beck.
Susquehanna Transcript—Paul S. Baker.
Titusville Herald—E. W. McNall.
Towanda Review—Staley N. Clarke, W. D. Gladwin.
Waynesboro Record-Herald—W. H. Shryock.
West Chester Local News—E. L. McKinstry, Henry L. Brinton.
Wilkes-Barre Sunday Independent—John V. Hefferman, Thos. E. Hefferman.
Wilkes-Barre Times-Leader—W. E. Woodruff, Jos. T. Murphy.
York Gazette and Daily—Allen G. Wiest, C. T. Kling.

RHODE ISLAND

Newport News—B. F. Thurshon, E. E. Jemail.
Providence News-Tribune—Joaquin Calvo.
Westerly Sun—George B. Utter.
West Warwick Times—Wm. J. Hammond.

SOUTH CAROLINA

Columbia State—Stanhope Sams.
Greenwood Index-Journal—E. P. Wideman.
Greenville News-Piedmont—J. E. Brunson.
Spartanburg Herald-Journal—A. G. Keeney.

SOUTH DAKOTA

Aberdeen News & American—Glenn Martz, Ellsworth Karrigan.
Sioux Falls Argus-Leader—A. J. Derome, Fred C. Christopherson.

TENNESSEE

Clarksville Leaf-Chronicle—Frank Goodlett.
Dyersburg State Gazette—John C. Rogers, Russell Bruce.
Memphis Commercial Appeal—W. H. Adler, Ridley Wills.
Nashville Banner—Willard C. Teague.

TEXAS

Amarillo Globe-News—T. E. Johnson & Westley Izzard.
Big Spring Herald—Mrs. Ona Parsons.
Borger Herald—Matt Farrell.
Breckenridge American—Kathleen Haynes.
Brownsville Herald—Dan C. Fowler.
Childress Index—Myrtle Martin, Sue Vinson.
Commerce Journal—C. O. Ziegler, W. D. Hart.
Dallas Times Herald—Tom C. Gooch, editor; Denton Record-Chronicle—Alfred Evans. Allen Merriam, managing editor.
Greenville Banner—Rev. Leo Johnson, H. L. Carpenter.
Greenville Herald—J. B. Briscoe.
Hillsboro Mirror—Joe Fields Morrow, Thelma Webb.
Houston Press—Marcellus E. Foster, ed.; E. M. Pooley, mng. ed.; Royal Roussel, city ed.; Richard S. Freeman, news ed.
Longview Journal—C. E. Faulk.
Longview News—C. E. Faulk.
Lubbock Avalanche Journal—C. W. Ratliff.
Marlin Democrat—Raymond Bamett.
McKinney Courier-Gazette—Tom W. Perkins, Walter B. Wilson.
Mexia News—B. H. Brailo.
Mineral Wells Index—W. P. Cameron.
Midland Reporter-Telegram—R. C. Hankins.
Palestine Herald—Franklin Bradford, Mrs. J. T. Carlisle.
San Angelo Stand-Times—L. C. Sloan, Geo. Kunkel.
Temple Telegram—M. Allen Baker.
Tyler Courier Times & Telegraph—J. S. Payne.
Waco News Tribune—Frank Baldwin.
Waxahachie Light—Ed. McElroy.
Yoakum Herald—C. S. Morgan, Fanny Mae Rush.

VERMONT

Barre Times—L. E. Richewager.
Brattleboro Reformer—W. J. Bigelow.
Bennington Banner—C. J. Kinsley.
Rutland Herald—J. W. T. Wettleson, A. Granger.
St. Johnsbury Caledonian-Record—Charles T. Walter.

VIRGINIA

Danville Register & Bee—H. B. Trundle.
Newport News Times Herald—G. L. Price.
Norfolk Virginian-Pilot—Lenoir Chambers.
Norfolk Virginian-Pilot—Lenoir Chambers.
Petersburg Progress-Index—J. Curtis Lyons.
Suffolk News-Herald—H. P. Guerrant, W. C. Johnston.

WASHINGTON

Aberdeen World—C. J. Glasier, Harold Olson.
Centralia Chronicle—Ray W. Edinger.
Everett News—Herbert M. Peet, editor and managing editor.
Seattle Journal of Commerce—Milton Bean, Nicholas Swartz.

WEST VIRGINIA

Charleston Gazette—Hon. Wm. E. Chilton.

WISCONSIN

Berlin Journal—Fred L. LeRoy.
Eau Claire Leader & Telegram—D. E. Wheelan, Ralph Anderson.
Janesville Gazette—H. F. Drew, Geo. Kalvelage.
La Crosse Tribune & Leader Press—A. M. Brayton.
Madison Capital Times—Harry D. Sage.
Madison Wisconsin State Journal—I. W. Everett.
Neenah News-Times—John A. Studley.
Oshkosh Northwestern—O. J. Hardy.
Racine Journal News—E. J. Morgan.
Stoughton Courier-Hub—Alvin H. Olson.
Wisconsin Rapids Tribune—Carl E. Otto.

WYOMING

Lander Post—Miss Virginia Adam.

ALASKA

Cordova Times—Alan C. Faith.
Seward Gateway—Otto Sanbeck.

HAWAII

Honolulu Advertiser—Raymond Coll.
Honolulu Hawaii Hochi—K. Kawamura.
Honolulu Star-Bulletin—W. R. Farrington, Riley, H. Allen, F. R. Farrington.

CANADA

ALBERTA

Edmonton Journal—J. D. Craig.

BRITISH COLUMBIA

MANITOBA

Winnipeg Tribune—J. J. Moncrieff, B. A. Macnab, Ronald Hooper.
Winnipeg Free Press—Thomas B. Robertson.

NEW BRUNSWICK

St. John Telegraph-Journal & Times-Globe—H. G. Christie, E. S. Carter.

NOVA SCOTIA

Glace Bay Gazette—J. McDonald, editor.
Halifax Herald & Mail—R. J. Rankin, mng. ed.; H. Wier, F. W. Doyle.
Sydney Post—N. M. Browne, Russell Urquharti.

ONTARIO

Kitchener Record—W. J. Motz, W. D. Euler, H. B. Helen, A. H. Lowe.
Ottawa Citizen—E. W. Harrold.
Peterboro Examiner—G. Wilson Craw, city ed.
St. Catharines Standard—W. A. Moore.
Toronto Globe—Elmore Philpott, M. O. Hammond, H. V. Ferguson, Harry W. Anderson, mng. ed.; A. A. McIntosh, asst. mng. ed.
Toronto Mail and Empire—J. B. Hanna.
Toronto Star—J. E. Atkinson.
Toronto Telegram—C. O. Knowles & C. H. J. Snider.

QUEBEC

Montreal Le Devoir—Omer Heroux.
Montreal Standard—R. A. Cochrane, Jas. MacDonagh.
Quebec L'Action—J. Fortin.
Quebec L'Evenement—J. H. Fortier, pres.
Montreal Herald—Ken Wright.
Montreal-Star—A. J. West, G. F. Wright, E. J. Archibald.

SASKATCHEWAN

Regina Leader-Post—D. B. MacRae, editor.

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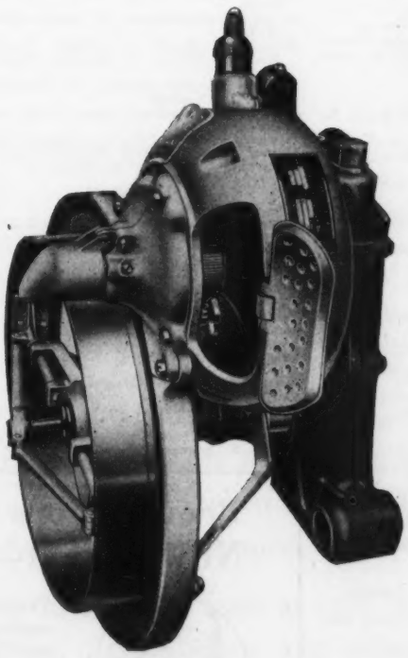
Repeat Orders Are Eloquent Testimony



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(Continued from page 209)

COLUMNISTS

ALABAMA

Birmingham News & Age-Herald—Henry C. Vance.
Dothan Eagle—W. C. Batchelor, Scottie McKenzie Frazier, N. Frank Pridgen, Ramblin' Ruben.
Mobile Press—M. O. Beale, Winchell Walters, Ann Goodwinn, Frances R. Durham, Orchid O'Reilly.
Montgomery Advertiser—Atticus Mullen.
Tuscaloosa News—Harold Cullen.

ARIZONA

Douglas Dispatch—H. L. Henry.
Flagstaff Sun—Del Strong.
Yuma Sun—Bob Odom.

ARKANSAS

Little Rock Arkansas Democrat—W. T. Sitlington, mng. ed.
Mena Star—Nina W. Schuett.
Texarkana Gazette & News—Virgil Beck, Pete Hanes, Wickliffe Temple, George Douthit.

CALIFORNIA

Alameda Times-Star—Jack Clark, William W. Howell.
Calexico Chronicle—Randall Henderson.
Chico Record—C. H. Deuel.
Culver City Star-News—Estelle Lindsey.
Hollister Free Lance—Herbert Sutton.
Huntington Park Signal—Robert Hebert.
Glendale News-Press—Helen Steele.
Long Beach Sun—Henry James, Jack Swain, Tige Clinton.
Long Beach Press-Telegram—Harold Williams, Frank Blair, Art Cohen.
Los Angeles Times—Harry Carr, Lee Shippey.
Merced Sun-Star—Corwin Radcliffe.
Oakland Post-Enquirer—Hazel Livingston.
Oceanside Blade-Tribune—Frederic William Petite.
Orange News—Stan Wilson.
Palo Alto Times—Dallas E. Wood.
Pasadena Post—F. F. Runyon, F. G. Runyon.
Pasadena Star-News—James W. Foley.
Redding Searchlight—H. G. Moody.
Redondo Beach Breeze—Marvin S. Wick.
Redwood City Tribune—Carroll D. Hall, Dallas E. Wood.
Sacramento Union—Henry A. Frazier, political ed.
San Diego Sun—Max Miller, William France.
San Francisco Call-Bulletin—John Bruce.
San Francisco News—Arthur Caylor, John D. Barry.
San Jose Mercury-Herald—Mrs. Amanda M. Miller, W. Albee.
Santa Cruz Sentinel—Sanford Hunt, William E. Gould.
Santa Maria Times—A. P. Bettersworth.
Santa Monica Outlook—Henry James.
Tulare Times—F. F. Latta.
Ventura Free Press—Betty Davis.
Wilmington Press—C. P. Roberts.

COLORADO

Canon City Record—Lucile Norton.
Colorado Springs Gazette & Telegraph—L. W. Cunningham.
Denver Post—Leonard Hall, Poss Parsons.
Fort Collins Express-Courier—James R. Miller, Stanley A. Curtis.
Fort Morgan Times—Harry A. Moore.
Grand Junction Sentinel—Al Look, J. E. Moorhead.
Lamar News—Fred M. Betz.
Loveland Reporter-Herald—Astrid Berg.

CONNECTICUT

Bridgeport Herald—Alex Gaghardi, James Copeland, Don Abbott, Julius Soltesz, A. S. O'Brien.
Hartford Courant—W. F. Foote, Isabelle Foster.
Hartford Times—Frederick P. Latimer, George E. Bragdon.
Manchester Herald—Erik Modean (Moses Dean)
Meriden Record—Thos. H. Warnock.
New Haven Times—Ann Whelan, Ed. Sullivan.
New London Day—Theodore Bodenwein, O. G. Andrews.
So. Norwalk Sentinel—Leonard Harris.
Waterbury Democrat—E. Christy Erk.

DELAWARE

Wilmington Journal—Benjamin Greenstein, sports editor.
Wilmington News—John A. Maue.

DISTRICT OF COLUMBIA

Washington Post—John J. Daly.
Washington News—George Abell.
Washington Star—Philander Johnson, Charles E. Tracewell.

FLORIDA

Bartow Record—Mary E. Adkins, Bill Hooker, W. C. Morton, O. G. White.
Clearwater Sun—F. A. Kennedy.
Coconut Grove Examiner—Frank Jones.
Daytona Beach News-Journal—Marian Levy, Lawton Carver.
DeLand Sun News—Hector Henry Elwell, Stanley Culp, May Gradick.
Ft. Pierce News-Tribune—John F. Cook.
Jacksonville Florida Times-Union — Avery Powell, Phil H. Armstrong.
Lakeland Star-Telegram — Kendall Tolle (Sports)
Palatka News—A. Bev. Baker.
St. Petersburg Independent—A. R. Dunlap.
Seminole Herald—Peter Schaal, sport ed.
Sarasota Herald—E. E. Naugle, mng. ed.
Tampa Times—Jerry M. McLeod, city ed., Red Cole, sport ed.
Tampa Tribune—P. E. Barney.
Winter Haven Chief—M. M. Lee.

GEORGIA

Americus Times-Recorder—Ed. Lynn Bridges, sports ed.
Atlanta Journal—Corra Harris, Harry Stilwell Edwards, John T. Boifeuillet, Ralph Smith.
Augusta Chronicle—I. S. Caldwell, Louisa K. Smith, LeGarde S. Doughty, poetry ed.
Macon News—Chas. J. Bayne, Ken Kimbel, Herb Clark.
Macon Telegraph—J. D. Spencer, Aaron Bernd, Jos. Robertson, Susan Myrick.
Savannah News—D. G. Bickers, R. M. Charlton, W. D. McMillan, J. P. Miller, mng ed.
Savannah Press—W. G. Sutlive, F. Basil Abrams.
Rome News-Tribune—Henry J. Hine, Colvin Maxwell, Mrs. Joe Cone.

IDAHO

Boise Idaho Statesman—Clyde Smith, Irving W. Hart.
Pocatello Idaho State Journal—Frank Howlitt.

ILLINOIS

Aurora Beacon-News—Elmer Hansen, Frank Lee, Howard Clarke, Louis White.
Benton News—Carl Choisser.
Bloomington Pantagraph—Stanley Bishop.
Carbondale Free Press—Monroe C. Sisney.
Carlinville Enquirer—Mrs. C. J. Lumpkin.
Champaign-Urbana News-Gazette—Eddie Jacquin, Frances Myers.
Chicago American—Jess Krueger, Mabel J. Reinecke.
Chicago Journal of Commerce—W. G. Sibley, Phil S. Hanna.
Chicago News—Gene Morgan, June Provines, John Keys, Ralph Cannon.
Chicago Times—Gail Borden, Marvin McCarthy, James Weber Linn.
Danville Commercial-News—Geo. Tilton.
Harrisburg Register—M. C. Page.
Hoopeston Chronicle-Herald—Elizabeth Webb Russell.
Kewanee Star-Courier—C. O. Schlaver.
Macomb Journal—L. A. Randolph.
Marion Republican—Homer Butler.
Monmouth Review Atlas—John Lugg.
Murphysboro Independent—J. E. Rockwell.
Ottawa Republican-Times—Pat Yale.
Paris Beacon-News—E. M. Jenison.
Pekin Times—F. F. McNaughton, Harold A. Hill, Maynard Lemen.
Peoria Journal-Transcript—Marilee Barger.
Peoria Star—F. R. Oakley, Chi Gamble.
Quincy Herald-Whig—Helen B. Osborn.
Springfield Illinois State Journal—David V. Felts, John E. Vaughn.
Taylorville Breeze—C. F. Jewell.
Waukegan News-Sun—George Crawford.
West Frankfort American—W. Henson Purcell.
Woodstock Sentinel—George E. Sullivan, assoc. city ed.

INDIANA

Alexandria Times-Tribune—Will F. Baum, DeLoss Arnold.
Anderson Herald—Orville Haven, sport column.
Bloomington World—John Sembower, Lillian Decker.
Bluffton News-Banner—Frank Buckner, sports.
Brazil Times—Joe Badger.
Clinton Clinionian—E. G. Bowman, sports.
Columbia City Post & Commercial-Mail—Edwin Meitzler.
Frankfort Times—B. C. Blankenship, P. J. Meifeld.
Franklin Star—R. H. Sellers.
Goshen Democrat—J. C. Milnor.
Greensburg News—K. N. Rinker.
Indianapolis News—Stephen C. Noland, Tom Elrod.
Kokomo Tribune—Dow Richardson, Deke Noble.
Lafayette Journal & Courier—Wm. H. Robertson.
LaPorte Herald-Argus—Esther Waters.
Muncie Press—W. E. Sutton.
New Castle Courier-Times—Robt. Stranahan, sports.
Plymouth Democrat—Clay W. Metsker.
Princeton Clarion-News—Roderick Munford, Robert Lawrence, John Smothers.
South Bend Tribune—Gerald Cosgrove.
Warsaw Times—Frederick K. Landis.
Washington Democrat—E. G. Brouillette, Ralph I. Burris.
Wells News-Banner—Frank Buckner, sports.

IOWA

Ames Tribune-Times—Thomas F. Crocker.
Carroll Herald—J. W. Wilson.
Cedar Rapids Gazette-Republican—Verne Marshall.
Cherokee Times—Paul H. Caswell.
Clarinda Herald—C. C. Caswell.
Davenport Democrat & Leader—Bob Feeney, John O'Donnell.
Des Moines Register & Tribune—Harlan S. Miller.
Fairfield Ledger—Wm. Baker.
Fort Madison Democrat—Ed. Connelly.
Keokuk Gate City—Dale E. Carell, Douglas Lamont.
Marshalltown Times-Republican—George Mills.
Perry Chief—G. E. Whitehead.
Washington Journal—R. E. Shannon.
Webster City Freeman-Journal—George C. Tucker.

KANSAS

Arkansas City Traveler—Elwin Hunt.
Atchison Globe—Nellie Webb, Carl Brown.
Augusta Gazette—Bertha B. Shore, Chester K. Shore.
Caldwell News—Harold A. Hammond, Orrin L. Browning.
Chanute Tribune—John P. Harris, Dorothy Greve.
Concordia Blade-Empire—Marion Ellet, Thos. L. Kiene.
El Dorado Times—J. P. Stratford, Victor Boellner, R. A. Clymer.
Ft. Scott Tribune-Monitor—K. K. Friedell.
Garden City Telegram—Earl Richardson.
Great Bend Tribune—C. R. Townsley, Morey J. Potter.
Lawrence Journal-World—E. A. Edwards.
Leavenworth Times—H. T. Madison.
Manhattan Chronicle & Mercury—H. Dwight King, George Venneberg.
Norton Telegram—C. R. Mann.
Ottawa Herald—John P. Harris.
Topeka Capital—Leslie Edmonds, E. E. Kelley.
Topeka State Journal—Arthur J. Carruth, Jr., E. B. Chapman.
Wichita Beacon—R. E. Wilson.
Wichita Eagle—Burt Doze, L. F. Kimmel, John A. Reed.
Winfield Courier—Carl J. Whitson, Harry L. Hart.

KENTUCKY

Danville Messenger—J. Robert Smith.
Hopkinsville New Era—Chas. M. Meacham.
Middlesboro News—John H. McGiboney, Dortha Lauderdale.
Owensboro Messenger Inquirer—L. D. Gasser, Gleeson Murphy, Jr.

LOUISIANA

Monroe World & News-Star—H. H. Brinsmade, L. E. Leckie, city ed.
New Orleans Item-Tribune—William Wiegand, Mel Washburn.
New Orleans States—F. Edw. Herbert, W. P. Ball.
Ruston Leader—C. E. Faulk, Jr.
Shreveport Journal—A. J. Frantz.

MAINE

Augusta Kennebec Journal—Kenneth C. Dolley.
Bangor Commercial—Bill Geagan.
Biddeford Journal—John W. Robinson.
Waterville Sentinel—Prof. Carl J. Weber, C. E. Davis, Rev. Nelson M. Heikes, C. A. Lewis.

MARYLAND

Annapolis Capital—Walter Aamold.
Baltimore News & American—Carroll Dulaney.
Baltimore Sun—Folger G. McKinsey.

MASSACHUSETTS

Attleboro Sun—J. A. Welsh.
Boston Christian Science Monitor—Rufus Steele.
Boston Post—Newton Newkirk.
Boston Record—Geo. MacKinnon, Eddie Hurley.
Boston Transcript—A. L. Fowler, George C. Carens, Austen R. Lake, Nelson C. Metcalf, city ed.
Cambridge Journal—J. H. Burns.
Fall River Herald News—William D. Dwyer, Thomas K. Brindley.
Gardner News—W. E. Hubbard, Joseph K. Colton.
Holyoke Transcript—M. F. O'Connor, Jos. C. Doyle.
Lowell Courier-Citizen & Leader—Ella M. Wells.
Lynn Item—Harold D. Valpey, Harold F. Moulton, Charles B. McGhee, George A. Ahearne.
Medford Mercury—Thomas M. Connell, Margaret M. Newhall.
New Bedford Standard—Cooper Gaw, Virginia Turner.
Newburyport News—Fred E. Smith.
Quincy News—Nelson B. Wells.
Somerville News—Fenwick MacLeod.

MICHIGAN

Albion Recorder—Mark H. Fall.
Battle Creek Moon-Journal—George B. Dolliver.
Big Rapids Pioneer—Art O'Conner.
Cheboygan Tribune—Charles Smythe.
Detroit News—Elmer C. Adams.
Detroit Free Press—Malcolm W. Bingay, Dr. Alvin E. Magary, Wm. C. Richards, James S. Pooler, Helen C. Bower, Edgar A. Guest.
Escanaba Press—Wm. J. Duchaine.
Hancock Copper Journal—Hennessy M. Finnegan.
Iron Mountain News—T. J. Masterson, mng. ed.
Kalamazoo Gazette—Harrison Merrill.
Lansing State Journal—Earle Pitt.
Monroe News—Harold Funk.
Muskegon Choncle—C. D. McNamee.
Port Huron Times-Herald—Alex T. Stewart, Edw. S. Snower.
St. Joseph Herald-Press—Richard Kasischke.
South Haven Tribune—B. F. Clark.

MINNESOTA

Albert Lea Tribune—Burt May.
Hibbing Tribune—R. W. Hitchcock.
Minneapolis Star—Harold Otis.
Virginia Enterprise—Elbridge C. Smith.
Willmar Tribune—O. B. Augustson.

MISSISSIPPI

Biloxi and Gulfport Herald—Mrs. John Adams.
Tupelo News—E. L. Harris.
West Point Times Leader—E. L. Harris.

MISSOURI

Independence Examiner—William Southern, Jr., Harlie Clark.
Joplin Globe & News-Herald—Porter Wittich.
Kansas City Journal-Post—Tom Collins.
Kansas City Star—C. H. Thompson, J. Landon Laird, Gordon Hudelson.
St. Joseph News-Press & Gazette—C. L. Rutt.
St. Louis Globe Democrat—F. H. Collier.
St. Louis Times—O. O. McIntyre, Lem Parton.
Springfield News & Leader—George Olds, Helen Laverty, Lucille Morris.
Springfield Press—Floyd M. Sullivan.
Warrensburg Star-Journal—Joe Ferguson.

MONTANA

Lewistown Democrat-News—E. G. Ivins.
Livingston Enterprise—Francis Powell.

NEBRASKA

Lincoln Nebraska State Journal—A. L. Bixby, Marie Dugan, John Bentley, F. L. Williams.
Nebraska City News-Press—J. H. Sweet.
Omaha World-Herald—R. M. Jones.

NEVADA

Reno Journal—Norman Bell, J. G. Scrugham, F. W. McKechnie.

NEW HAMPSHIRE

Concord Patriot—Harlan C. Pearson, Fred Perkins.

NEW JERSEY

Atlantic City Press & Union—James Farrell.
Camden Post Courier—James M. O'Neill, Chas. L. Humes, John J. Fitzgerald, Thomas H. Ryan.
Hackensack Record—W. A. Caldwell.
Morristown Record—Joseph Hanifin.
Newark S. Call—Robert Ring, Josephine Lawrence, Alexander Sloan.
Newark Ledger—H. I. Phillips, Robert Quillen, Glenn Frank.
Newark News—Eugene K. Herrick, Louis H. Patterson.
New Brunswick News—Raymond iZmmerman.
Orange Courier—Louis I. Alexander, Steve Stevenson, Mabel K. Stevenson.
Passaic Herald—Edward J. Reardon, Carl Ek.
Paterson News—Joe Grooter, Robt. Haines Levine, Barney Block.
Toms River Sun—Jay Kay, Twinkle Starr, June Daye, "Barney."
Tuckerton Beacon—Lee R. Gibbons, Robert J. Knight.
Union City Hudson Dispatch—Haddon Ivins, O. O. McIntyre.
Vineland Times—Max Leuchter.

NEW MEXICO

Alberquerque Tribune—E. H. Shaffer, M. E. Tracy.
Hobbs News—Frank Shatzel.
Roswell Dispatch—Darrell Swayze, Gilmore N. Nunn.

NEW YORK

Albany News—Ralph Record, Allen Eddy, ed.
Amsterdam Recorder & Democrat—Hugh P. Donlon.
Auburn Citizen-Advertiser—Lithgow Osborne, Rudolph W. Chamberlain.
Binghamton Sun—J. Albert Deyo, Ernest E. Noonan, Howard A. Smith, sports.
Brooklyn Citizen—Murray Rosenberg, Samuel S. Modell, Michael March.
Brooklyn Eagle—Rian James.
Buffalo Courier-Express—Edmund J. Kiefer, Fred M. Mclennan, mng ed., Charles H. McChesney, night city ed., Edwin J. Lebherz, day city ed.
Buffalo News—Edward Scanlan.
Buffalo Times—Lee Heacock, Amy Armitage, Ken Crawford.
Elmira Star-Gazette—M. D. Richardson.
Freeport Review—John M. Greene, Jack Britton.
Glens Fall Times—D. F. O'Connell.
Ithaca Journal-News—Romeyn Berry.

(Continued on page 212)

Beauty Shops Consider The Daily News First—In Los Angeles!

100,295 Circulation
A.B.C. Sept. 30, 1931

They've tried all five metropolitan papers . . . card-indexed every reply. And on a cash-return basis for 9 months of 1931, have placed

52.5% of all Beauty Shop Linage in the Daily News

That's definite women's response in a modern condensed newspaper. Investigate!

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123 East Pico St. Los Angeles, Calif.
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Western Representatives: Thos. L. Emory & Ned Brydone-Jack.

Who IS your New England Consumer?

AN ANALYSIS of New England's workers and their occupations throws an interesting light on how the New Englander gains his livelihood. It demonstrates why New England has been able to continue to make progress in the face of the depression, and why it is the first market to show signs of rapid recovery.

Classified below are the number of people engaged in New England's diversified industries:—

Manufacturing and mechanical industry	1,568,401
Trade	561,703
Domestic and personal service	336,542
Transportation	274,085
Professional service	267,497
Agriculture	213,326
Public service not elsewhere listed	88,388
Forestry and fishing	22,976
Extraction of minerals	10,161
All other	88,281
	3,217,634

These 3,217,634 people are gainfully engaged in helping maintain New England's steady purchasing power. They are the consumers you reach when you advertise in New England's leading daily newspapers.

1932 will find New England as busy as ever, with its people maintaining the high earning and consuming power. Concentrate on this market. Place your advertising in New England's leading newspapers listed.

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS — Population, 3,852,356			
**Attleboro Sun.....(E)	5,898	.04	.04
**Boston Eve. American (E)	253,320	.50	.50
**Boston Sunday Advertiser .....(S)	436,511	.75	.75
**Boston Globe....(M&E)	296,021	.50	.50
x††Boston La Notizia (M&S)	37,330	.10	.07
††Boston Transcript....(E)	37,377	.25	.25
††Boston Post .....(M)	376,994	.60	.60
††Boston Post .....(S)	331,541	.55	.55
††Brockton Enterprise..(E)	25,129	.08	.08
††Fitchburg Sentinel...(E)	11,601	.06	.045
**Haverhill Gazette....(E)	15,868	.07	.06
†Holyoke Transcript & Telegram .....(E)	17,148	.09	.065
**Lawrence Eagle-Tribune (M&E)	26,600	.10	.09
**Lynn Item.....(E)	17,553	.065	.05
**Lowell Courier-Citizen and Evening Leader (M&E)	16,712	.07	.07
**New Bedford Standard Mercury .....(M&E)	27,922	.10	.10
**New Bedford Sunday Standard .....(S)	17,675	.10	.10
**North Adams Transcript (E)	10,466	.05	.04
**Pittsfield Eagle .....(E)	19,551	.06	.06
**Salem News .....(E)	21,451	.09	.07
**Taunton Gazette.....(E)	9,088	.05	.035
**Worcester Telegram and Evening Gazette.(M&E)	105,094	.28	.25
**Worcester Sunday Telegram .....(S)	53,030	.21	.18
CONNECTICUT — Population 1,380,631			
**Bridgeport Post Telegram (E&M)	45,010	.15	.15
**Bridgeport Post.....(S)	24,047	.10	.10
**Hartford Courant....(M)	39,675	.10	.10
**Hartford Courant....(S)	61,366	.15	.15
††Hartford Times.....(E)	60,091	.15	.15
**Middletown Press.....(E)	8,479	.055	.035
†Naugatuck News.....(E)	5,528	.035	.035
**New Britain Herald...(E)	13,850	.08	.07
††New Haven Register (E&S)	60,074	.16	.15
**New London Day....(E)	14,410	.06	.05
**Norwalk Hour.....(E)	7,847	.045	.045
**Stamford Advocate...(E)	12,649	.065	.055
**Waterbury Republican & American .....(M&E)	26,071	.09	.09
**Waterbury Republican & American .....(S&E)	32,932	.09	.09
MAINE — Population, 768,014			
††Portland Press-Herald Express, Sunday Telegram .....(M&E)	63,686	.20	.16
NEW HAMPSHIRE — Population, 443,683			
**Concord Monitor-Patriot (E)	6,888	.05	.03
††Keene Sentinel.....(E)	4,303	.036	.025
**Manchester Union-Leader .....(M&E)	33,804	.15	.12
RHODE ISLAND — Population, 604,397			
††Pawtucket Times.....(E)	30,184	.09	.09
**Providence Bulletin..(E)	88,897	.20	.27(B)
**Providence Journal..(M)	45,044	.12	.27(B)
**Providence Journal...(S)	92,319	.20	.20
**Providence News-Tribune .....(E)	30,250	.10	.10
**Westerly Sun.....(E&S)	5,500	.04	.04
††Woonsocket Call.....(E)	15,896	.06	.06
VERMONT — Population, 352,428			
**Barre Times.....(E)	7,171	.04	.03
††Brattleboro Reformer.(E)	3,635	.035	.02
**Burlington Free Press (M)	16,370	.065	.065
††Rutland Herald.....(M)	13,451	.06	.06
††St. Johnsbury Caledonian Record .....(E)	5,006	.03	.025

† Government Statement, Apr. 1, 1931.
(B) Combination rate Daily Journal and Eve. Bulletin.
x†† Italian Daily.
** A.B.C. Publishers' Statement, Oct. 1, 1931.
†† Government Statement, Oct. 1, 1931.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 210*)

Columnists

Jamaica Long Island Press—R. E. Finehont, Frank A. Bansch.
Long Island Star—Charles Grutzner.
Middletown Times Herald—Clayton B. Seagears, R. J. Dulye.
Mt. Vernon Argus—F. E. Kaye, Ettore Fraioli.
New York Couriere d'America—P. Parsti.
New York Enquirer—Marcus Griffin, John T. Casey, William Cleary.
New York Herald Tribune—Franklin P. Adams, Lewis Gannett, Walter Lippmann.
New York Investment News—A. Fred Warner, news ed.
New York Jewish Day—B. Z. Goldberg.
New York Jewish Journal & News—Solomon Judson, Jacob Magidoff, E. Auerbach.
New York La Prensa—Casimiro Alvarez.
New York Mirror—Walter Winchell, Mark Hellinger, Emile Gauvreau, Dan Parker.
New York News—Sidney Skolsky, Ben Gross, Paul Gallico, Alissa Keir, Fred Fletcher, Florabel Muir.
New York North Side News—Tom McInerney, Paris L. De Ferrari.
New York Nowy Swiat—J. Matyka.
New York Post—Jay House, Cinton W. Gilbert, Russel Crouse.
New York Sun—Robert H. Davis, H. I. Phillips, Karl K. Kitchen, Grantland Rice, Joe Vila.
New York Telegraph—Irving Hoffman.
New York World-Telegram—Heywood Broun, Ben Washer, Alice Hughes, Mrs. Walter Ferguson, Dr. Harry Elmer Barnes, George Abell, M. E. Tracy, Mrs. Gretta Palmer, David Dietz, Joe Williams.
Oneida Dispatch—William H. Evans.
Oswego Palladium-Times—John M. Hurley, C. M. Gill.
Peekskill Star—W. H. H. MacKellar, Robert H. Shaw.
Poughkeepsie Star—Herbert J. Thomsen.
Rochester Times-Union—A. J. Warner.
Rome Sentinel—R. D. Heath.
Syracuse Herald—Fred Betts.
Troy Observer-Budget—Louis Sobol, Syde Lyons, Frank Menke.
White Plains Reporter—W. Livingston Larned.

NORTH CAROLINA

Burlington Times-News—Stanley A. Cook.
Charlotte News—T. M. Pridgen, (local) H. I. Phillips, John Blake, J. J. Montague.
Charlotte Observer—Harold C. Brown, Caroline Chatfield.
Goldsboro News-Argus—M. L. Block, Leon Hewitt.
Hickory Record—Roy V. Crawford, J. C. Wininger.
Raleigh Times—J. M. Parsons, I. M. Cheek.
Rocky Mount Telegram—Robert Quillen.
Salisbury Post—Spencer Murphy.

OHIO

Akron Journal—Howard Wolf.
Akron Times—H. Parker Lowell, Jeane Satow, Robert Stafford.
Ashtabula Star-Beacon—J. J. Mundy.
Cincinnati Enquirer—Saul Hildreth, Henri Danziger, S. E. Spicer, Chas J. Bocklet.
Cincinnati Post—Alfred Segal, Dr. Harry Elmer Barnes, Heywood Broun, M. E. Tracy, Dr. Cadman, David Dietz, O. O. McIntyre.
Cincinnati Times-Star—Nixson Denton, Oscar W. Schultheis.
Cleveland Plain Dealer—Dale Cox, E. M. Robinson, Eleanor Clarage.
Cleveland Press—Jake Falstaff, David Dietz, John W. Tool, George Davis, Elrich B. Davis, John W. Roper, F. H. Stebenz, D. Leedy.
Columbus Journal—Clyde Moore.
Covington News—Wm. C. Pierce.
Dayton News—Penelope Perrill.
E. Liverpool Review—Tom T. Jones.
Findlay Republican—I. N. Heminger.
Fostoria Review—Constance Hopkins.
Fostoria Times—Roscoe Carle, A. S. Bryan.
Fremont Messenger—Albert O'Farrell.
Fremont News—Monroe Glatz.
Hamilton News—L. R. Duvall.
Lorain Journal—Don Lindsay, John Dunn.
Marietta Times—S. H. Plumer.
Mt. Vernon News—R. E. Hess, Fred N. Lorey.
Newark Advocate—Ema Spencer.
Norwalk Herald—Dudley A. White.
Piqua Call—Lola Hill.
Pomeroy Tribune—John Gilmore, Mrs. Nellie Smith.
Sandusky Register—Arthur Brisbane.
Sandusky Journal—Bruce Catton.
Toledo Blade—Grove Patterson, W. T. DeWolfe.
Toledo News-Bee—Michael Desmond.
Toledo Times—Dan Palmer, Paul Schrader (Spts.)
Warren Tribune-Chronicle—Thomas H. Deming.
Wilmington News-Journal—Dusty Miller.
Xenia Gazette—Phil Frame, Mildred Mason, R. A. Higgins.
Youngstown Telegram—Charles A. Leedy, Esther Hamilton.
Youngstown Vindicator—Solly Adams, Ernest Nemenyi.

OKLAHOMA

Ada News—Ruth Shipe, Roy McKeown.
Alva Courier—E. M. Barker.
Bartlesville Enterprise—J. S. Leach, Warren Milligan.
Bartlesville Examiner—N. D. Welty.
Cushing Citizen—Hattie Mae Lachenmeyer.
Durant Democrat—B. Harral.
Hobart Democrat Chief—D. C. Estes, D. C. Frost, E. M. Estes.
Mangum Star—J. O. Tuton.
Seminole News—J. G. Bennett.
Seminole Producer—John Virden.
Shawnee Star—Newton Van Zandt.
Stillwater Press—Otis Wile.
Tulsa World—Marshall L. Smith.
Wewoka Democrat—R. V. Peterson.

OREGON

Medford News—Moore Hamilton.
Medford Tribune—Arthur Perry.
Pendleton Oregonian—Monte Byers.
Portland Journal—Ralph Watson, Fred Lockley.
Portland News-Telegram—Billy Stepp.
Roseburg Review—Frank Jenkins.
Salem Statesman—Ralph Curtis.

PENNSYLVANIA

Allentown Chronicle & News—William Reimert, George Corson.
Altoona Mirror—Mrs. Grace K. Ebright.
Altoona Tribune—Robert W. Boyer, James F. Brantlinger.
Ardmore Main Line Times—Frederic W. Wile, Susan B. Stewart, Major Max Livingston.
Bradford Era—D. B. Rupley, M. R. Fiscus, C. G. Milligan.
Bradford Herald—David J. Kreinson, dramatic ed.
Bradford Record—O. O. McIntyre, David Kremson.
Chester Times—Dr. Henry C. Vedder.
Corry Journal—W. P. Lombard.
Doylestown Intelligencer—Geo. S. Hotchkiss.
East Stroudsburg Sun—Russell C. Hughes, James E. Beers.
Erie Times—Heywood Broun, Walter Lippman, John J. Mead, Jr.
Franklin News-Herald—Jas. B. Borland.
Homestead Messenger—J. A. Sullivan.
Jeannette News-Dispatch—Robert F. Wertz.
Johnstown Democrat—J. Ronald Dawn, A. C. Richards, Helen F. Price, S. S. Crissman.
Lansford Record—W. D. Watkins.
Lewistown Sentinel—R. S. Ruble, Meredith Meyers.
Meadville Tribune-Republican—Kenneth P. Williams.
Norristown Register—Michael F. Rosenthal.
Philadelphia Inquirer—John M. Cook, Herman L. Collins.
Philadelphia Ledger—Jay E. House, Don Rose.
Philadelphia News—J. H. Keen.
Philadelphia Record—Bob Reiss, Gordon Mackay, Anne Hirst Curry, Morris Glazer.
Philadelphia Star—Marshall Marslin, James Aswell.
Philipsburg Journal—John M. Fleming.
Phoenixville Republican—Harold L. Wiand, Jos P. Ujobai.
Pittsburgh Post-Gazette—Charles F. Danver.
Pittsburgh Press—Florence Fisher Parry.
Pittsburgh Sun—J. J. Long.
Pottsville Journal—P. L. Knowlton.
Reading Times—Elmer Pickney.
Scranton Republican—Walter Winchell.
Brownsville Telegraph—John Matta.
Susquehanna Transcript—U. G. Baker.
Tarentum News—C. B. Schwartz.
Tyrone Herald—A. R. Flemer, R. F. Bayard.
Waynesboro Record-Herald—Floyd Chalfant.
Wilkes-Barre Independent—John V. Heffernan.
Wilkes-Barre Times-Leader—W. E. Woodruff, Francis X. Welch.
York Gazette & Daily—C. E. McIlhenny.

RHODE ISLAND

Newport, News—H. W. Lull.
Woonsocket Call—Arthur H. Crowell.

SOUTH CAROLINA

Anderson Indep.-Tribune—Frank McGee, T. F. Acker, Lawrence Hembree.
Greenville News-Piedmont—Banjo Smith.

SOUTH DAKOTA

Aberdeen News-American—Glenn Martz.
Pierre Journal—James B. Hipple, E. M. Swartz.
Sioux Falls Argus-Leader—Gabe Caffrey.

TENNESSEE

Johnson City Chronicle-News—Bill McDonald.
Knoxville Journal—T. H. Alexander, J. A. Dunn, Ben Cothran.
Knoxville News-Sentinel—Loye W. Miller, Lucy Curtiss Tempelton, Bob. Wilson.
Memphis Appeal—M. R. Patterson.
Memphis Press-Scimitar—Eldon F. Roark, Jr.

TEXAS

Amarillo Globe News—Eugene A. Howe, T. E. Johnson.
Big Springs Herald—Wendell Bedichek.
Borger Herald—J. C. Rothwell.
Brenham Press—T. C. Blake.
Childress Index—Jimmie Martin.
Commerce Journal—S. P. Hart.
Corpus Christi Caller-Times—Jerry D'Unger, Byron Williams.
Dallas News—J. J. Taylor.
Edinburg Review—John Wray.
El Paso Herald Post—H. A. Michael.
El Paso Times—H. S. Hunter.
Galveston News-Tribune—Silas B. Ragsdale, G. A. Seel.
Greenville Banner—Cha. Horton.
Greenville Herald—W. C. Poole, Jr.
Hillsboro Mirror—B. Jackson.
Houston Press—Marcellus E. Foster, Ralph E. Anderson.
Kilgore News—Nugent E. Brown.
Longview Journal—Earle Watson, M. Hollingsworth.
Longview News—S. A. Parker, M. Hollingsworth.
Lubbock Avalanche Journal—Chas. A. Guy.
Marlin Democrat—Roy Eddius.
Mexia News—Tommie Randolph.
Mineral Wells Index—Chas. Johnston.
Nacogdoches Sentinel—H. C. Fuller.
Palestine Herald—H. V. Hamilton.
Pampa News—Olin E. Hinkle.
Paris News—W. N. Dub Furey, A. W. Neville, A. G. Pat Mayse, H. R. C—?
San Angelo Standard-Times—Sam Ashburn, Blondy Cross.
San Antonio La Prensa—Jose C. Valades, Rene C. Garza, Carlos Serrano.
San Benito Light—Dodd Vernon.
Sherman Democrat—J. Newell Johnston.
Sweetwater Reporter—Raymond Brooks.
Temple Telegram—Walter R. Humphrey.
Terrel Tribune—Fred I. Massengill.
Waxahachie Light—Floyd Casobolt.
Wichita Falls News-Times—John Gould (Times)
Yoakum Herald—H. D. Meister, DeWitt Poth.

UTAH

Brigham Box Elder Journal—Alice Lee Eddy.
Ogden Stand.-Examiner—Frank Francis.
Salt Lake City Tribune—G. Hamilton Park.
Salt Lake Telegram—Mrs. E. D. Hickman.

VERMONT

Barre Times—S. E. Billings.
Brattleboro Reformer—C. E. Crane, Paul P. Jones.
Rutland Herald—Walter Hard, Walter Thorpe, Frances Stockwell Lowell, H. L. H.

VIRGINIA

Bristol Courier—Munsey Slack, Lippman, Swann, Cadman, Mark Sullivan, Rodney Dutcher.
Danville Bee—H. B. Trundle.
Harrisburg Telegraph—A. H. Stackpole, E. J. Stackpole, Paul Walker, G. M. Stinemetz.
Newport News Press—Lewis T. Jester.
Newport News Times Herald—G. E. Travis.
Staunton Leader— Hierome L. Opie.
Suffolk News-Herald—H. P. Guerrant.
Waynesboro Virginian—Frank E. Haines.

WASHINGTON

Bellingham Herald—June Burn.
Centralia Chronicle—V. B. Noel.
Everett News—H. M. P.
Longview News—D. M. Simonsen.
Olympia Olympian—Horace M. Lane.
Seattle Post-Intelligencer—Carlton Fitchett.
Seattle Star—Arthur G. Shannon, J. R. Justice, Dana Sleeth.
Spokane Press—Brisbane, Robert Quillen, Elsie Robinson, Dana Sleeth, Jim Marshall.
Spokane Spokesman-Review—Stoddard King.
Tacoma Times—E. Metcalf, C. Squire, S. Whitehouse.
Yakima Republic—S. I. Anthon.

WEST VIRGINIA

Beckley Post-Herald—Ted McDowell.
Charleston Gazette—Harry L. Flourney, W. E. Connell, Jr., Joe Savage, Mrs. Billie Richardson.
Fairmont W. Virginian—L. G. Boggs, Jeannette A. Looper.
Huntington Herald-Dispatch—Wiatt Smith, Carl Ridgley.
Keyser News—John W. Barger.
Point Pleasant Register—W. L. Mingert.
Wheeling Register—M. T. Brice.

WISCONSIN

Appleton Post-Crescent—John P. Ash.
Beloit News—Minnie McIntyre Wallace, Harold F. Hilton.
Berlin Journal—Clella Milliken.
Janesville Gazette—Stephen Bolles.
LaCrosse Trib-Press—Bob Dunn, Alfred Rice.
Madison Journal — Betty Cass, Roundy Coughlin.
Madison Times—H. L. Casserly, I. M. Kalnes, Calmer Browy, Ethel Max.
Manitowoc Herald-News—W. F. Ohde.
Milwaukee Journal—R. S. Davis.
Racine Journal-News—Wash Cain.
Racine Times-Call—W. C. Reynolds.
Rhinelander News—Jack Cory.
Stoughton Courier Hub—Alvin Olson, J. R. Grahl.
Waukesha Freeman—G. H. Koenig.
Wausau Record-Herald—W. R. Swift.
Wisconsin Rapids—Carl E. Otto.

WYOMING

Laramie Repub.—Boomerang—Dean J. A. Hill, Dr. A. F. Vass, W. O. Clough, Roy O. Westley.

ALASKA

Ketchikan Chronicle—
Seward Gateway—E F. Jessen, Otto Sandbek.

HAWAII

Hilo Tribune Herald—Urban M. Allen.
Honolulu Advertiser—Walter J. Adams.
Honolulu Hochi—M. Honda.
Honolulu Star-Bulletin—Howard D. Case.

CANADA

BRITISH COLUMBIA

Nelson News—J. B. Curran.
New Westminster B. Columbian—R. McLennan.
Vancouver Sun—R. D. Bouchette, Andy Lytle.
Victoria Times—W. B. Hutchinson.

MANITOBA

Winnipeg Tribune—C. B. Pyper, V. V. Murray.

NOVA SCOTIA

Glace Bay Gazette—Cecil Ogilvie.
Halifax Herald-Mail—W. D. Taunton, H. T. Roe.

ONTARIO

Kingston Whig-Standard—G. H. Williamson.
Niagara Falls Review—W. B. Leslie.
Owen Sound Sun-Times—James H. Rutherford.
Peterboro Examiner—T. N. Theobald.
St. Catherines Standard—T. C. Weatherhead, C. E. Browne, J. A. Whyte.
Sarnia Observer—W. G. Hale, R. J. Knowles.
Sault St Marie Star—J. C. Richardson, E. R. MacKay, F. MacDougall.
Toronto Mail Empire—J. V. McAree.
Toronto Star—G. H. Maitland.
Toronto Telegram—Newton Kendall.
Windsor Star—R. M. Harrison, Gerald Brown, H. M. Morden, H. P. Allen, D. P. Connery.

QUEBEC

Montreal La Patrie—Leopold Houle, L. Parizeau.
Montreal La Presse—Victor Barbeau.
Montreal Standard—H. Gadsby.

SASKATCHEWAN

Regina Leader-Post—B. T. Richardson.
Regina Star—C. H. Fairman.

FINANCIAL EDITORS

ALABAMA

Birmingham News & Age-Herald—George D. Riley.
Mobile Press—O. Waldrip.

ARIZONA

Miami Arizona Silver Belt—W. E. Brooks.
Phoenix Republic & Gazette—L. C. Leslie.
Tucson Citizen—Sam Dawson.
Yuma Sun—E. S. Worthington.

ARKANSAS

Conway Log Cabin Democrat—Frank E. Robins.
Wynne Progress—C. O. Wahlquist.

CALIFORNIA

Alameda Times-Star—Paul W. Richardson.
Hollister Free Lance—Herbert Sutton.
Long Beach Press-Telegram—H. F. Burmester.
Los Angeles Illustrated News—J. W. Ward.
Los Angeles Times—Earle E. Crowe.
Oakland Post-Enquirer—C. N. Alexander.
Pasadena Post—Charles King.
Pasadena Star-News—C. W. Finney.
Red Bluff News & Times-Sentinel—P. H. Staffebach.
Redding Searchlight—F. Reinholt.
Sacramento Union—H. L. Smurr.
San Diego Sun—R. I. Markey.
San Francisco Call-Bulletin—John D. Van Becker.
San Francisco Chronicle—H. E. McGillicuddy.
San Francisco News—John S. Piper.
San Francisco Commercial News—J. A. Kelman.
San Jose Mercury Herald—Wm. McCaffrey.
San Jose News—Jack Wright.

COLORADO

Dener Post—Thos. H. Walker.
Denver Rocky Mountain News—George V. Burns.

CONNECTICUT

Bridgeport Times-Star—Ed Mann.
Hartford Courant—A. E. Magnell.
Hartford Times—Cedric W. Foster.
New Britain Record—Joseph Sexton.
New Haven Journal-Courier—Arthur J. Sloane.
New Haven Register—Stanley J. Polaski.
New Haven Times—T. F. Clark.
Torrington Register—Walter G. Gisselbrecht.
Waterbury Democrat—Neil Maloney.

DISTRICT OF COLUMBIA

Washington Post—T. M. Cahill.
Washington Star—Edward C. Stone.

FLORIDA

St. Petersburg Times—J. W. Falconnier.
Tampa Tribune—F. N. Gil.

GEORGIA

Atlanta Journal—Jett Hanson.
Savannah News—E. C. Compton.
Macon Telegraph—G. W. Griffin.

IDAHO

Boise Canital News—Chet Reese.
Boise Idaho Statesman—Clyde Smith.
Twin Falls News—Roy A. Read.

(*Continued on page 214*)

The Quality Dry Mat
is the
CERTIFIED ACE
Please see our announcement on page 145 of this issue.

Brush-Moore Newspapers, Inc.

The Importance of the South's Billion Dollar Yearly Cotton Crop

Five million people or more than one-third of the South's total population obtain an income from its billion dollar yearly crop. This represents a greater number than is dependent upon any other industry. Even more than petroleum, live stock or lumber. The South's cotton crop contributes 64% of the gross farm incomes from the crops of that region. The important factor, however, to consider is that this cotton crop creates business for other industries, which adds greatly to the South's purchasing power. It creates business for farm implements, cotton and hosiery machinery, trucks—in fact, for most every industry—besides furnishing employment for millions of people.

True, commodity prices are down and cotton has suffered with the rest, but cotton continues to keep the wheels of many industries going, thus furnishing a steady though somewhat temporarily reduced buying power.

There is plenty of business to be had in the South today, which can be measured in terms of volume if the national advertiser will plan his campaign carefully, and advertise judiciously through the leading newspapers listed below.

	Circulation	2,500 Lines	10,000 Lines
FLORIDA			
**Daytona Beach News-Journal...(ES)	4,755	.06	.055
**Pensacola News and Journal..(E&M)	16,752	.09	.09
GEORGIA			
**Augusta Herald .....(E)	14,173	.05	.05
**Augusta Herald .....(S)	14,198	.05	.05
**Macon Telegraph & News.....(M&E)	42,697	.15	.15
**Macon Telegraph & News.....(S)	32,423	.15	.15
NORTH CAROLINA			
**Greensboro News & Record..(M&E)	48,841	.15	.15
**Greensboro News & Record.....(S)	37,206	.12	.12
SOUTH CAROLINA			
**The State, Columbia.....(M)	24,886	.09	.09
**The State, Columbia.....(S)	25,679	.09	.09
**Spartanburg Herald & Journal.(M&E)	16,323	.08	.08
**Spartanburg Herald .....(E&S)	20,120	.09	.09

**A. B. C. Publishers' Statement, Oct. 1, 1931.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 212)

Financial Editors

ILLINOIS

Aurora Beacon-News—Howard Clarke.
Bloomington Pantagraph—Maxwell E. H. Pyle.
Carlinville Enquirer—C. J. Lumpkin.
Carbondale Free Press—Joseph F. McGuire.
Champaign - Urbana News - Gazette — Harold Hutchings.
Chicago American—Robert Vanderpoel.
Chicago Journal of Commerce—David Dillman, E. W. Boehmler, L. R. Clark, James P. Conway, E. C. Alexander, E. A. Kandlik, Arthur W. Baum, Frank A. Judd, A. H. Sturdy, W. A. Dasho.
Chicago News—R. F. Dunger.
Chicago Times—Raymond Hinze.
Hoopeston Chronicle-Herald—Arthur Spencer Littick.
Kewanee Star-Courier—E. A. Lincoln.
Macomb Journal—T. L. Roark.
Maywood Tri City Press—E. T. Moore.
Pekin Times—Harold Hill.
Peoria Journal-Transcript—Leslie Nyquist.
Peoria Star—James McCormick.
Quincy Herald-Whig—R. M. Switzer.
Springfield Illinois State Journal—George W. Marney.
Waukegan News-Sun—Geo. Crawford.

INDIANA

Anderson Herald—Timothy Jewett.
Centralia News-Examiner—E. I. Higgs.
Fort Wayne Journal-Gazette—Ross S. Nelson.
Indianapolis News—Henry O'Brien.
Indianapolis Times—John T. Hawkins.
Indianapolis Star—J. H. Henley.
Monticello Journal—L. O. Carey.
Princeton Clarion-News—Roderick Munford.
Washington Democrat—Sam B. Boyd.

IOWA

Atlantic News-Telegraph—E. P. Chase.
Burlington Gazette—Phillip Dooling.
Davenport Democrat & Leader—M. V. Briggs.
Des Moines Register & Tribune—Chas. Darlington, Robt. Cron.
Keokuk Gate City—O. O. Tracy.
Ottumwa Courier—E. R. Nelson.
Shenandoah Sentinel—R. K. Tindall.

KANSAS

Garden City Telegram—E. F. Ewing.
Leavenworth Times—D. R. Anthony III.
Manhattan Chronicle & Mercury—Fay N. Seaton.
Topeka State Journal—E. B. Chapman.
Wichita Beacon—R. H. Richards.
Wichita Eagle—Bruce Beyheimer.

KENTUCKY

Danville Kentucky Advocate—Vernon Richardson.
Lexington Herald—Herman Phelps.
Louisville Courier-Journal—Charles Reinhart.
Louisville Herald Post—Ray Daub.
Owensboro Messenger-Inquirer—J. M. Pendleton.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau.
New Orleans Item-Tribune—P. J. Derbes.
New Orleans States—Thomas Ewing Dabney.
Shreveport Journal—C. B. Williams.

MAINE

Bangor News—F. D. Jordan.
Portland Express, Press Herald & Telegram—Harold J. Boyle.
Portland News—Edward H. Carlson.

MARYLAND

Baltimore News & American—Pinkney McLean.
Baltimore Sun—John S. Armstrong.

MASSACHUSETTS

Boston Christian Science Monitor—Forrest Price.
Boston Post—Bernard J. Hughes.
Boston Transcript—Donald R. Hanson.
Fall River Herald News—Thomas Rice.
Framingham News—Ralph F. Dewey.
Lawrence Eagle—Raymond Maynard.
Medford Mercury—Louis M. O'Brien.
Milford News—W. D. Leahy.
New Bedford Standard—Joseph Russakoff.
Springfield Republican—A. H. Bogue.
Woburn Times—James D. Haggerty.
Worcester Post—William Murphy.

MICHIGAN

Cadillac News—T. O. Huckle.
Detroit News—George B. Hassett.
Detroit Free Press—J. D. M. White.
Detroit Saturday Night—C. J. Collins.
Flint Journal—Walter Smith.
Grand Rapids Herald—Herbert Hart.
Kalamazoo Gazette—Howard P. Hall.
Lansing Capital News—Carlyle Carver.
Lansing State Journal—J. H. Creighton.
Marquette Mining Journal—W. Douglas McIntosh.
Muskegon Chronicle—Louis Berman.
Saginaw News—Harold W. Hartl.

MINNESOTA

Albert Lea Tribune—Burt May.
Duluth Herald—John A. Magill.
Minneapolis Star—George E. Guise.
Minneapolis Tribune—J. H. Cleland.
Red Wing Republican—Jens K. Grondahl.
St. Cloud Times-Journal—Harold Schoelkopf.
St. Paul News—Ed. Roney.
Virginia Enterprise—Elbridge C. Smith.
Willmar Tribune—Eben E. Lawson.

MISSISSIPPI

Jackson Clarion Ledger—Purser Hewitt.
Kansas City Star—H. L. Nicolet.
St. Joseph News-Press & Gazette—A. P. Marlin.
Springfield Press—R. P. Thompson.
Webb City Sentinel—John W. Potter.

MISSOURI

Kansas City Journal Post—Dave Downing.
St. Louis Times—Oscar Weinsburg.
St. Louis Globe-Democrat—W. A. Happ.

MONTANA

Lewistown Democrat-News—A. Dodge.
Livingston Enterprise—L. E. Flint.

NEBRASKA

Lincoln Nebraska State Journal—H. T. Dolbins.
Omaha Bee-News—D. H. Powers.
Omaha World-Herald—J. T. Belding.

NEVADA

Reno Journal—Carl Quist.

NEW MEXICO

Roswell Dispatch—Darrel Swayze.

NEW JERSEY

Atlantic City Press-Union—Arthur W. Strewe, Frank Wood.
Bridgeton News—C. L. McIlvaine.
Camden Post-Courier—Paul Webb.
Hackensack Record—Kenneth Demarest.
Morristown Record—Norman B. Tomlinson.
Newark Call—Rowland B. Stalter.
Newark Ledger—Harold Fay.
Newark News—Francis W. Daire.
Newark Star-Eagle—Hale Williamson.
Trenton Times-Adv.-Gazette—Albert F. Eckert (T), C. Harold Levy (G), Albert F. Eckert (Adv.)

NEW YORK

Albany News—Arthur J. Littlejohn.
Albany Knickerbocker Press—Arthur J. Littlejohn.
Albany Times Union—George Betar.
Binghamton Sun—Emerson Siebold.
Brooklyn Citizen—William J. Punch.
Brooklyn Eagle—Paul Bungart.
Buffalo News—Hilton P. Hornaday.
Buffalo Times—P. D. Fahnestock.
Buffalo Courier-Express—Albert J. Duffy.
Middletown Times Herald—Horace A. MacGowan.
New York Couriere d'America—P. Parsti.
New York Jewish Day—B. Bookstein.
New York Jewish Journal & News—William Post.
New York Mirror—Paul Williams.
New York News—Walter Merkel.
New York Investment News—Clarence A. Hebb.
New York Journal of Commerce—Dr. Jules I. Bogen.
New York Post—Ralph E. Robey.
New York Herald Tribune—Norman Stabler.
New York La Prensa—Z. Chiriboza.
New York Staats-Zeitung-Herold—Frank Marquardt.
New York Sun—Carlton A. Shively.
New York Times—Alexander D. Noyes.
New York Nowy Swiat—W. B. Bielecki.
New York World-Telegram—Ralph Hendershot.
New York Wall Street Journal—Henry Rose.
North Tonawanda News—E. H. Hewitt, Jr.
Oswego Palladium-Times—C. T. Leighton.
Rochester Journal—Bruce Mann.
Rochester Times-Union—Earl Sandmeyer.
Schenectady Union-Star—Selwyn Kershaw.
Syracuse Herald—Thomas A. Power.
Utica Observer-Dispatch—E. A. Spears.
Utica Press—H. Z. Jenkins.

NORTH CAROLINA

Charlotte News—B. S. Griffith.
Charlotte Observer—Rupert Gillett.
Fayetteville Observer—G. R. Wilson.
Wilson Times—John D. Gold.

OHIO

Akron Journal—Ben Maidenburg.
Akron Times-Press—Paul McClurg.
Celina Standard—F. A. Snyder.
Cincinnati Enquirer—L. L. Evans, Dwight L. Bicknell.
Cincinnati Post—Wm. Kramer.
Cincinnati Times-Star—Bernard Boer.
Cleveland Plain Dealer—Guy T. Rockwell.
Cleveland Press—William R. Crowell.
Columbus Journal—Marshall Hall.
Columbus Citizen—J. Chas. Baxter.
Dayton Herald—Amherst Eaton.
Dayton News—Lawton Bolender.
Middletown Journal—R. C. Ogleshy.
Middletown News-Signal—Wayne Adams.
Newark Advocate—F. A Woolson.
New Philadelphia Times—J. E. Hurst.
Mt. Vernon News—Fred Lorey.
Piqua Call—A. F. Ridenour.
Springfield News-Sun—E. C. Hanford.
Toledo Blade—Howard Youngs.
Toledo News-Bee—Ernest H. Jones.
Toledo Times—Wilfred Hibbert.
Youngstown Telegram—James A. Rowan.
Youngstown Vindicator—Ernest Nemenyi.

OKLAHOMA

Enid News-Eagle—M. T. Sexsmith.
Mangum Star—Davis Ol Vandivier.
Oklahoma City Times—J. Gilbert Hill.
Seminole News—W. S. Livingston.
Shawnee Star—Bryan Roberts.

OREGON

Bend Bulletin—Remey M. Cox.
Portland Journal of Commerce—H. A. Perry.
Portland Journal—Hyman Cohen.
Portland Oregonian—Leon B. Baketel.

PENNSYLVANIA

Allentown Call—Spurgeon A. Weston.
Bradford Era—D. B. Rupley.
Erie Times—A. Ginsberg.
Franklin News-Herald—Richard A. Ludwig.
Philadelphia Financial Journal—H. W. Bartlett.
Philadelphia Inquirer—F. C. Whitecar.
Philadelphia Record—Morris Glazer.
Philadelphia Public Ledger—Owen A. Conner.
Philadelphia Star—E. M. Giles.
Pittsburgh Post-Gazette—Arthur Friedman.
Pittsburgh Press—Fred H. Kury.
Pittsburgh Sun-Telegraph—J. P. Egan.
Reading Times—Earl Homan.
Renovo Record—John U. Shaffer.
Scranton Republican—Schubert McCutcheon.
Scranton Times—Thomas Brislin.
Wilkes-Barre Independent—Thos F. Heffernan.
Wilkes-Barre Times-Leader—W. J. Dougherty.

RHODE ISLAND

Providence News-Tribune—R. I. Wakeman, K. McMullen.
West Warwick Times—Irving P. Hudson.

SOUTH DAKOTA

Mitchell Republican—Louis Green.
Watertown Opinion—P. J. Albrook.
Yankton Press & Dakotan—Russell Holmes.

TENNESSEE

Johnson City News—Guy L. Smith.
Knoxville Journal—Paul Havely.
Memphis Commercial Appeal—G. M. McCormick.
Memphis Press-Scimitar—Paul Fairleigh.
Nashville Banner—R. A. Wilson.

TEXAS

Amarillo Globe News—Norman Bartlett.
Breckenridge American—R. C. Campbell.
Commerce Journal—Ivan McNatt.
Dallas Herald—John Webb.
Dallas News—R. J. Murray.
El Paso Times—M. W. Taggart.
Ft. Worth Star-Telegram—Upshur Vincent.
Greenville Banner—Paul Horton.
Houston Chronicle—L. C. Talmage.
Houston Press—Mrs. Margaret Davis.
Mexia News—W. K. Boyd.
Palestine Herald—W. M. Hamilton.
Paris News—W. N. Furey.
San Angelo Standard-Times—Grady Hill.
San Antonio La Prensa—M. Vidal, Jr.
Taylor Press—Clyde Ratcliff.
Tyler Times-Telegram—M. T. Lemons.
Waxahachie Light—Floyd Casobolt.
Yoakum Herald—H. D. Meister.
Yoakum Times—H. A. Hindenburg.

UTAH

Salt Lake Deseret News—Harold Bowman.
Salt Lake Tribune—A. G. Robinson.
Salt Lake Telegram—Murray Schick.

VERMONT

Brattleboro Reformer—W. J. Bigelow.
Rutland Herald—W. Thibadeau.
St. Johnsbury Caledonian-Record—H. E. Rockwell.

VIRGINIA

Bristol Courier—Chas J. Harkrader.
Harrisburg Telegraph—W. S. Wurst.
Newport News Press—H. H. Wilkinson.
Portsmouth Star—Will H. Haynes.

WASHINGTON

Seattle Journal of Commerce—Nicholas Swartz.
Seattle Post-Intelligencer—L. E. Hill.
Seattle Star—Dudley Brown.
Spokane Press—John Condit.
Tacoma Times—L. S. Langlow.
Vancouver Columbian—Ray Bachman.
Walla Walla—H. Sherman Mitchell.

WEST VIRGINIA

Charleston Gazette—Don Voorhees.
Huntington Herald-Dispatch—Carl Ridgley.
Parkersburg Sentinel—John W. Fischer.
Wheeling Register—M. T. Brice.

WISCONSIN

Ashland Press—J. B. Chapple.
Berlin Journal—Graze Czinsky.
Madison Journal—Kenneth Russell.
Madison Times—Harry D. Sage.
Merrill Herald—Wm. Allen.
Milwaukee Journal—Lewis French.
Oshkosh Northwestern—L. K. Bronson
Racine Journal News—J. T. Griffith.
Wausau Record-Herald—E. R. Boileau.

WYOMING

Sheridan Press—L. L. MacBride.

HAWAII

Honolulu Advertiser—Jared G. Smith.
Honolulu Hochi—I. Goto.
Honolulu Star Bulletin—Howard D. Case.

CANADA

ALBERTA

Calgary Albertian—W. T. Hall.
Calgary Herald—Frank Gibbons.
Edmonton Journal—A. W. McIntyre.

BRITISH COLUMBIA

New Westminster B. Columbian—D. Taylor.
Vancouver Star—A. H. Williamson.
Vancouver Sun—A. J. Smith.
Victoria Times—K. C. Drury.

MANITOBA

Winnipeg Free Press—F. H. Avery.
Winnipeg Tribune—Allen H. Bill.

NEW BRUNSWICK

Moncton Transcript—A. J. Hicks.

NOVA SCOTIA

Halifax Herald-Mail—F. W. Doyle.

ONTARIO

Hamilton Herald—H. B. Gilbert.
Hamilton Spectator—James G. O'Neill.
Kingston Whig-Standard—E. G. Barrett.
Ottawa Citizen—T. J. Palmer.
Ottawa Le Droit—C. L. Heureux.
Owen Sound Sun-News—R. Payne.
Sarnia Observer—R. J. Knowles.
St. Catharines Standard—E. Burgoyne.
Toronto Globe—Thos. C. Thompson.
Toronto Mail & Empire—Guy E. Morton.
Toronto Star—A. O'Halloran.
Toronto Telegram—R. Webber.

QUEBEC

Montreal Herold—A. A. Chesterfield.
Montreal La Patrie—Marcel Clement.
Montreal La Presse—Roger Fontaine.
Montreal le Devoir—Clarence Hogue.
Montreal Standard—Ross Brown.
Montreal Star—A. W. Blue.
Quebec L'Evenement—M. Turgeon.
Quebec L'Action—M. Dandurand.
Sherbrooke La Tribune—Aurele Goyer.
Sherbrooke Record—Gordon Millen.

SASKATCHEWAN

Regina Leader-Post—Fred Cruice.
Regina Star—Roy L. King.
Saskatoon Star-Phoenix—R. J. Moore, Jr.

CARTOONISTS

ALABAMA

Birmingham News & Age-Herald—E. M. Henderson, Jr., John Padgett.
Montgomery Advertiser—Frank Spangler.

ARIZONA

Phoenix Republic & Gazette—Reg Manning.
Prescott Journal Miner—J. W. Moxley.

ARKANSAS

Little Rock Arkansas Democrat—Hubert Park.

CALIFORNIA

Culver City Star-News—Hal Forrest.
Eureka Humboldt Standard—Lawrence Beal.
Long Beach Press-Telegram—Les Wallace.
Long Beach Sun—Lorrie Smith.
Los Angeles Times—E. W. Gale, Bruce Russell.
Oakland Post-Enquirer — John Walbridge, Harold E. Doughty.
Sacramento Bee—A. V. Buel.
San Diego Sun—Roy Schwenkmeyer.
San Francisco Call-Bulletin—Jimmy Hatlo, Gregor Duncan.
San Francisco Chronicle—G. A. Bronstrup, J. G. Argens.
San Francisco Examiner—Dorman H. Smith.
San Francisco News—Douglas Rodger, Cloyd Sweigert.
San Jose Mercury Herald—J. C. Glynn.
Stockton Record—Ralph O. Yardley.

COLORADO

Denver Post—Paul Gregg, Lee Gibbons.
Denver Rocky Mountain News—James Lynch.

CONNECTICUT

Bridgeport Herald—Richard Blackstone.
Hartford Times—John Anderson.
New Haven Times—John Hix.
Stamford Advocate—Ted Yondain, R. J. Ryan.

(Continued on page 215)

N.Y. World Telegram • Utica Observer Dispatch • Youngstown Telegram
Rochester Times Union • Beaumont Enterprise Journal • Beacon News

JAMES WILLIAM THOMAS
Newspaper Architecture & Engineering
3868 Carnegie Ave Cleveland Ohio

Brooklyn Eagle • Akron Times Press • Royal Oak Tribune • Houston Press
Cleveland Press • Newark Advocate • Pittsburgh Press • Cincinnati Post

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 214*)

Cartoonists

DISTRICT OF COLUMBIA

Washington News—Talburt.
Washington Star—C. K. Berryman, Thomas Doerer.

FLORIDA

Coconut Grove Examiner—Frank Jones.
Miami News—O. F. McIntyre.
Pensacola News-Journal—Hal D. Hill.

GEORGIA

Atlanta Journal—A. W. Brewerton.

IDAHO

Boise Idaho Statesman—Nick Villeneuve.
Pocatello Idaho State Journal—E. T. Spencer.

ILLINOIS

Carlinville Enquirer—James Green.
Chicago Times—George Lichty.
Chicago News—Vaughn Shoemaker.
Marion Republican—William Forker.
Peoria Journal-Transcript—Walter Zeigler.
Peoria Star—Harry Gates.

INDIANA

Fort Wayne Journal-Gazette—Edmund H. Gunder.
Huntington Herald-Press—Cloyce Nichols.
Indianapolis News—Charles Kuhn.
Indianapolis Times—Lee R. Williams.
Indianapolis Star—Chic Jackson.
Rochester News-Sentinel—Russel Parker.
Terre Haute Tribune—Norman McQuithy.
Warsaw Times—J. J. Runyan.

IOWA

Clarinda Herald—C. C. Caswell.
Davenport Democrat & Leader—W. A. Ceperley.
Des Moines Register & Tribune—J. N. Darling. Tom Carlisle.
Sioux City Tribune—Roy Justus.

KANSAS

Coffeyville Journal—Wm. Vemehren.
Lawrence Journal-World—C. A. Postlethwaite.
Topeka State Journal—C. P. Bolmar.
Wichita Beacon—Gundell Goldensky, Harry Furman.
Wichita Eagle—Ben F. Hammond.

KENTUCKY

Louisville Courier-Journal—Grover Page.

LOUISIANA

New Orleans Item-Tribune—John Chase.
New Orleans States—Roy Aymond.

MAINE

Bangor Commercial—Wm. F. Geagan.
Bangor News—Thomas Kane, J. T. McAloon.
Portland Express, Press Herald & Telegram—Frank R. Landers.
Portland News—Albert H. Ward, Jr.

MARYLAND

Baltimore Sun—Edmund Duffy.

MASSACHUSETTS

Boston Christian Science Monitor—Dwight L. Sturges, Paul P. Carmack.
Boston Post—Wm. Norman Ritchie.
Cambridge Journal—Bud Johnston.
Fall River Herald News—Walter W. Coolidge.
Greenfield Recorder—Harold E. Levanway.
Lowell Sunday Telegram—Henry Santos.
Lynn Item—Jack Beckwith, Dick Smith.
Lynn Telegram-News—William Johnston.
Wakefield Item—Morris, Edwina, Fisher.
Woburn Times—James D. Haggerty, Jr., sports.
Worcester Post—Al Berthiaume.
Worcester Telegram & Gazette—J. Alfred Banks.

MICHIGAN

Detroit Mirror—Bert Whitman, George Brenner.
Detroit News—Burt R. Thomas.
Detroit Saturday Night—P. W. Cromwell.
Grand Rapids Herald—Ray Barnes, Joe Korff.
Ludington News—George Egbert, sports.

MINNESOTA

Minneapolis Star—Thomas Foley.
Willmar Tribune—Eben E. Lawson.

MISSOURI

Kansas City Star—S. J. Ray, Dale Beronius, H. Wood.
St. Louis Globe-Democrat—R. J. Bieger, A. E. Metalman, Geo. Rohlfing, R. W. Suggett, V. V. Vaccarezza, Percy Vogt.
Springfield News & Leader—Charles Werner.
Springfield Press—E. A. Greenhaw.

MONTANA

Lewistown Democrat-News—Surprenant.

NEBRASKA

Hastings Tribune—Charles Wicker.
Lincoln Star—Gay Williams.
Lincoln State Journal—Oz Black.
Omaha World-Herald—Guy R. Spencer.

NEW JERSEY

Camden Post-Courier—W. Bolte Gibson.
Newark News—Lute Pease, Howard Freeman.
Newark Call—Douglas McKay.
Toms River Sun—Hutton.
Union City Dispatch—John Karaffa.

NEW YORK

Albany News—Jerry Costello.
Albany Times Union—Harry Neigher.
Binghamton Sun—Dick Hodgins.
Brooklyn Citizen—William Morris.
Bronx Home News—Bob Connolly.
Buffalo Courier-Express—Frank J. Butler, William J. Barney.
Buffalo Times—Bruce Shanks.
Elmira Star-Gazette — Eugene Zimmerman, George E. McCann.
Flushing North Shore Journal—August Gardy.
Jamaica Long Island Press—Lee Bann.
Middletown Times Herald—Clayton B. Seagears.
Mt. Vernon Argus.—H. J. Milians.
New York Enquirer—Matthew Walsh, Jesse Jacobs.
New York Herald Tribune—J. N. Darling, Edward S. Brown.
New York Jewish Day—Fashko.
New York Jewish Forward—Samuel Zagat.
New York Mirror—Fay King, C. E. Macauley.
New York News—Clarence D. Batchelor.
New York Nowy Swiat—T. Archacki.
New York Post—Alajalov Constantin, C. H. Sykes, Gus Uhlmann.
New York Sun—C. Kessler, J. Miller Watt, Rafael, Fontaine Fox, Feg Murray.
New York World-Telegram—Rollin Kirby, Pedro Llanuza, Denys Wortman, H. M. Talburt, Will B. Johnstone.
Rochester Times-Union—George T. Maxwell, John Clubb.
Syracuse Herald—Tom McCoy, Fred Heyman.
Troy Observer-Budget—Wm. Gunn.
Utica Observer-Dispatch—Louis A. Paige.
Utica Press—Dante Tranquille.

NORTH CAROLINA

Charlotte Observer—J. T. Houston.
Elizabeth City Advance—John Cloyd Emmerson, W. H. Harrell.
Raleigh Times—M. G. Adams.

OHIO

Akron Journal—Web Brown.
Akron Times-Press—Paton Edwards, Lloyd Weidner.
Cincinnati Enquirer—H. E. Russell, Wm. Thompson.
Cincinnati Times-Star—Claude Shafer.
Cleveland Plain Dealer—J. H. Donahey.
Cleveland Press—Robt. Satterfield, Talburt.
Columbus Citizen—Harry J. Keys.
Columbus Journal—Harry Westerman.
Dayton Herald—Dick Hoese.
Mt. Vernon Repub.-News—R. E. Hess.
Springfield News-Sun—H. C. Cook.
Toledo Blade—C. W. Wittenbrook.
Toledo News-Bee—Clarence Gray.

OKLAHOMA

Lawton Constitution—Jr. Williams, Blosser, Cowan.
Oklahoma City Oklahoman-Times—L. P. Thompson, Bill Loring.
Tulsa Tribune—Erle Stack.

OREGON

Portland Journal—Howard Fisher, A. R. Slaymaker, Paul Keller.
Portland News-Telegram—Jack Winters.
Portland Oregonan—Quincy Scott.

PENNSYLVANIA

Allentown Call—Eugene Carl.
Lancaster Intelligencer-Journal—Leon Klaus.
Lansford Record—W. D. Watkins.
Philadelphia Inquirer—Wm. F. Hanny, Charles E. Bell.
Philadelphia News—James Garrett.
Philadelphia Public Ledger—W. G. Warren, G. H. Sykes.
Philadelphia Record—Jerry Doyle, North Stuart.
Philadelphia Star—
Pittsburgh Post-Gazette—Cy Hungerford.
Pittsburgh Press—Bert Link, Jack Berger, Ralph Reichhold.
Pittsburgh Sun Telegraph—Quinn Hall.
Scranton Scrantonian—Joe Fadden.
Scranton Times—James Walsh.

SOUTH DAKOTA

Aberdeen News-American—Don Klinger.

TENNESSEE

Chattanooga News—Al Carter.
Chattanooga Times—Ernest Seagle.
Jackson Sun—Addison Johnston.
Knoxville News-Sentinel—Paul Fogarty.
Memphis Appeal—J. P. Alley.

TEXAS

Childress Index—Jimmie Martin.
Commerce Journal—John Fleetwood.
Dallas News—John Knott.
Greenville Banner—Chas. Horton.
Greenville Herald—D. Ablowich, Jr.
Houston Press—Sidney Van Ulm.
Marlin Democrat—Roy Eddius.
San Antonio La Prensa—J. Rodriquez.
San Antonio Light—Harry Kraft, Fred Prado.

UTAH

Salt Lake Desert News—J. A. Bywater.

VERMONT

Rutland Herald—H. T. Webster.

VIRGINIA

Winchester Star—L. N. Woods.

WASHINGTON

Bellingham Herald—W. Y. Chester.
Seattle Star—Sam Groff.
Spokane Press—John Fearon.

WEST VIRGINIA

Charleston Gazette—Kendall Vintroux.
Charleston Mail—K. J. Nuzum.
Huntington Herald-Dispatch—Irvin Dugan.

(*Continued on page 216*)

Use *The* INTERNATIONAL *as* Your Yardstick *to* Measure Other Vending Machines

THE INTERNATIONAL is built entirely of steel. ¶ It has only four moving parts, mounted on a single interchangeable base, which can be replaced in a few minutes. ¶ Adjustable in 5 seconds for various coin amounts and loading—filling and collecting require only 30 seconds. ¶ Weather does not affect it inside or out. ¶ It is theft-proof and durable. ¶ Easily operated—all coins enter same opening. ¶ It returns deposit with no paper if an insufficient sum is received.

THE INTERNATIONAL wins public favor because *it delivers a paper every time the proper sum is inserted.* This is not a new or an untried device; rather, it has been tested under every conceivable condition. It is engineered by craftsmen who have specialized in precision tools and automatic machinery for many years. It is a dependable product of a stable organization.

THE INTERNATIONAL VENDING CORPORATION
PENOBSCOT BUILDING • DETROIT, MICHIGAN

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 215)

CARTOONISTS

WISCONSIN

Milwaukee Journal—R. L. Lewis, R. Hardie, E. V. Quist.

WYOMING

Superior Telegram—Kay McBride.

HAWAII

Honolulu Star Bulletin—Nash Witten.

CANADA

BRITISH COLUMBIA

Vancouver Star—Geo. C. Little.
Vancouver Sun—L. Callan.
Victoria Times—L. M. Sallaway.

NOVA SCOTIA

Halifax Herald-Mail—D. McRitchie.

ONTARIO

Toronto Telegram—Geo. Shields, H. Moyer, H. S. Hall.
Toronto Star—Sam Hunter, J. Frise, V. Child, J. Thompson.

QUEBEC

Montreal Herald—G. D. Lawrence.
Montreal La Presse—Alberic Bourgeois, Paul Leduc, J. Chadillon.
Montreal Standard—A. G. Racey.
Montreal Star—A. G. Racey.

RADIO EDITORS

ALABAMA

Birmingham News & Age-Herald—A. W. Smith.
Birmingham Post—Irving Beiman.
Mobile Press—Tom Wainwright.

ARKANSAS

Little Rock Arkansas Democrat—Dean Allen.

CALIFORNIA

Huntington Park Signal—Kenneth Frogley.
Long Beach Press-Telegram—Ed Swanson.
Long Beach Sun—Robt. Lewis.
Los Angeles Illustrated News—Kenneth Frogley.
Los Angeles Record—Dr. Ralph L. Power.
Los Angeles Times—John Daggett.
Oakland Post-Enquirer—J. E. Doyle.
Pasadena Star-News—Geo. C. Cowing.
Sacramento Bee—S. Melnicoe.
Sacramento Union—Edward Dolder.
San Diego Sun—Willis Werner.
San Francisco Call-Bulletin—Clarence Myers.
San Francisco Chronicle—Eric Coster.
San Francisco Examiner—Thomas Nunan.
San Jose Mercury Herald—Richard Houghton.
San Jose News—James G. Chesnutt.
San Mateo Times & News Leader—J. P. McSorley.
Santa Ana Register—Paul Vissman.
Wilmington Press—Geo. W. Cross.

COLORADO

Denver Post—Edw. A. Sproul.
Denver Rocky Mountain News—Loudon Kelly.

CONNECTICUT

Bridgeport Herald—C. Bud Kingston.
Bridgeport Times-Star—Rocky Clark.
Hartford Courant—H. Viggo Andersen.
Hartford Times—Gladys Tracy.
New Britain Record—Gerald McCourt.
New Haven Journal-Courier—John W. Meredith.
New Haven Times—T. F. Clark.
Stamford Advocate—J. I. Mason.
So. Norwalk Sentinel—Humphrey Doulens.
Waterbury Democrat—Neil Maloney.

DISTRICT OF COLUMBIA

Washington News—Don Craig.
Washington Post—Robert Heinl.
Washington Star—James Chinn.

FLORIDA

Daytona Beach News-Journal—Cecil Eastman.
Gainesville Sun—Harry Brown.
Jacksonville Florida Times-Union—R. G. Moffett.
Jacksonville Journal—James F. Massey.
Miami News—Mrs. Addison Hall.
St. Petersburg Independent—M. Harris.
Tampa Times—H. R. Slichter.
Tampa Tribune—V. A. Arnold.
Winter Haven Chief—M. M. Lee.

GEORGIA

Atlanta Journal—Lambdin Kay.

IDAHO

Lewiston Tribune—Claud E. Woods.
Nampa Idaho Free Press—B. Danes.

ILLINOIS

Aurora Beacon-News—John Corkery.
Chicago American—William J. Clark.
Chicago News—C. L. Gilchrest.
Chicago Times—Van R. Taylor.
Kewanee Star-Courier—C. R. Ketridge.
Macomb Journal—Vail Morgan.
Moline Dispatch—Gene Lyons.
Peoria Journal-Transcript—Herman H. Claus.
Peoria Star—F. R. Oakley.
Quincy Herald-Whig—Helen B. Osborn.
Rock Island Argus—Harriet Stafford.
Springfield Illinois State Journal—Howard F. Pope.
Springfield Illinois State Register—M. Alvey.
Waukegan News-Sun—Lawrence Smith.

INDIANA

Anderson Herald—Ted Garvey.
Brazil Times—Ralph H. Plumb.
Clinton Clintonian—Beatrice Biggs.
Connersville News-Examiner—E. I. Higgs.
Frankfort Times—B. C. Blankenship.
Indianapolis News—Harry Daniels, Chris Albion.
Indianapolis Times—John T. Hawkins.
Indianapolis Star—Cleo Kern.
Kokomo Tribune—Don F. Hall.
Michigan City Dispatch—L. J. Carow.
Muncie Press—Richard Greene.
Princeton Clarion-News—George B. Grigsby.
South Bend News-Times—Gerald Holland.
Terre Haute Star—L. D. Fox.
Terre Haute Tribune—Marcee Cox.
Warsaw Times—Ted Williams.

IOWA

Atlantic News-Telegraph—E. P. Chase.
Boone News-Republican—George Brunton.
Burlington Gazette—John Fleming.
Burlington Hawk-Eye—H. E. Morgan.
Cedar Rapids Gazette-Republican—Elfie Magnusson.
Clarinda Herald—George D. Woolson.
Council Bluffs Nonpareil—Genevieve Mauck.
Davenport Democrat & Leader—Florence Tams.
Des Moines Register & Tribune—R. B. Westergaard.
Keokuk Gate City—Dale E. Carrell.
Ottumwa Courier—Tom Keefe, Jr.
Sioux City Tribune—H. B. Cooper.

KANSAS

Chanute Tribune—Ernest Joanson.
Coffeyville Journal—Melvin Drake.
Lawrence Journal-World—E. A. Edwards.
Leavenworth Times—H. H. Seckler.
Manhattan Chronicle and Mercury—G. A. Venneberg.
Ottawa Herald—L. Piper.
Topeka Capital—E. D. Keilman.
Topeka State Journal—Frank Tiffany.
Wichita Beacon—S. A. Coleman.
Winfield Courier—Ruby Boory.

KENTUCKY

Danville Kentucky Advocate—J. K. Baker, Jr.
Henderson Gleaner & Journal—W. W. Smith.
Louisville Courier-Journal—Credo Harris, Davidson Taylor.
Louisville Herald Post—Cecil Nuchols.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau.
New Orleans Item-Tribune—T. R. Liuzza.
New Orleans States—J. Adolph Meise.

MAINE

Portland Express, Press Herald & Telegram—Hal Cram.
Portland News—Hyman Kroot.

MARYLAND

Baltimore News & American—J. Hammond Brown.
Baltimore Sun——Betty M. Snyder.

MASSACHUSETTS

Boston Christian Science Monitor—Volney D. Hurd.
Boston Post—Walter J. Deiss.
Boston Record—Steve Fitzgibbon.
Boston Transcript—Fred W. Hobbs.
Fall River Herald News—Henry W. Degnan.
Framingham-News—Ralph F. Dewey.
Gardner News—Joseph K. Colton.
Lawrence Eagle-Tribune—E. C. Collopy, F. A. Sullivan.
Lowell Courier-Citizen & Leader—J. Roberta Mountford.
Lynn Item—Miss Hazel A. Anderson.
Medford Mercury—J. A. Doherty.
New Bedford Standard—Ralph Turner.
Quincy Patriot Ledger—John Hadley.
Salem News—Wilfred Pelletier.
Southbridge News—John F. Spencer-Hinton.
Springfield Republican—A. F. Hardwick.
Webster Times—L. J. Daly.
Worcester Post—George Swift.
Worcester Telegram & Gazette—Frederick H. Rushton.

MICHIGAN

Ann Aror News—G. H. Bastien.
Battle Creek Moon-Journal—Walter Browne.
Detroit News—Robert Kelly.
Detroit Mirror—I Shneider, Viola Brown Low.
Detroit Saturday Night—Paul H. Bruske.
Grand Rapids Herald—W. B. McClaran.
Lansing State Journal—G. G. Granger.
Monroe News—Harold Funk.
Saginaw News—Harold W. Hartl.

MINNESOTA

Duluth Herald—W. T. Thompson.
Fairmont Sentinel—Donald Nelson.
Minneapolis Star—Carl Christopherson.
Red Wing Republican—J. P. Kelley.
St. Paul News—M. T. Caine.
Willmar Trfibune—Emil Aspaas.

The Quality Dry Mat is the CERTIFIED ACE
Please see our announcement on page 145 of this issue.

MISSISSIPPI

Biloxi and Gulfport Herald—W. G. Wilkes.
Laurel Leader-Call—Thos. M. Gibbons.

MISSOURI

Columbia Tribune—L. H. Edwards.
Kansas City Journal-Post—Tom Collins.
Kansas City Star—H. Dean Fitzer.
Springfield News & Leader—Cora Fitzjohn.
St. Joseph News-Press & Gazette—Hugh Fraze, W. D. Houseworth.
St. Louis Globe-Democrat—H. LaMertha.
St. Louis Times—William Bradley.
Springfield Press—Nolan Bullock.

MONTANA

Lewistown Democrat-News—E. Trepp.
Livingston Enterprise—Francis Powell.

NEBRASKA

Lincoln Star—John Edwards.
Lincoln Nebraska State Journal—Burt James.
Nebraska City News-Press—Maxine Breuel.
Omaha Bee-News—Bill Wiseman.
Omaha World-Herald—Leona Pollack.

NEVADA

Reno Journal—Norman Bell.

NEW JERSEY

Camden Post Courier—E. Allen Hughes.
Hackensack Record—Wm. Backus.
Hoboken Jersey Observer—H. Sullivan.
Newark Call—Dr. Alfred Sonn.
Newark Ledger—Frank Zahner.
Newark News—Hubert Ede.
Newark Star-Eagle—Gertrude Klingle.
Paterson News—Harry Schwartz.
Trenton Times-Advertiser-Gazette—Vincent A. Weiss, Helen W. John.
Union City Hudson Dispatch—Albert Boyle.

NEW MEXICO

Roswell Dispatch—Darrell Swayze.

NEW YORK

Albany Times-Union—Miss Marian Brewer.
Binghamton Sun—W. J. Lyon.
Brooklyn Citizen—Muray Rosenberg.
Brooklyn Eagle—Jo. Ranson.
Buffalo Courier-Express—George F. Oliver.
Buffalo News—Dr. L. Grant Hector.
Buffalo Times—Richard Hanser.
Ithaca Journal-News—W. J. Waters.
Long Island City Star—Joseph Greenidge.
N. Y. Bronx Home News—Wm. F. Germaine.
N. Y. Corriere d'America—A. Mauro.
New York Enquirer—William Cleary.
New York Jewish Day—Borodulin.
New York Jewish Forward—Joseph Katz.
New York Jewish Journal & News—David Bernstein.
New York La Prensa—J. Matienzo.
New York Mirror—Nick Kenny.
New York News—Ben Gross.
New York Nowy Swiat—Stanley Burghardt.
New York Post—Byron Pink.
New York Telegraph—Elwin B. Thompson.
N. Y. Times—Orrin E. Dunlap, Jr.
New York Staats-Zeitung-Herold—Rudolph Amort.
New York Sun—E. L. Bragdon.
New York World-Telegram—Jack Foster.
New York Wall Street Journal—O. J. Gingold.
North Tonawanda News—V. Sanderson.
Oswego Palladium-Times—J. M. Hurley.
Rochester Journal—Burgess Smith.
Rochester Times-Union—A. J. Sigl.
Rome Sentinel—F. E. Kessinger.
Syracuse Herald—Robert M. Hofman.
Troy Times—John E. McKeon.
Troy Record—Albert F. Demers.
Utica Press—D. E. Evans.
White Plains Reporter—W. Lee Tuller.

NORTH CAROLINA

Charlotte Observer—J. A. Parkham.
Raleigh Times—F. B. Bradley.

OHIO

Akron Journal—Dorothy Doran.
Akron Times-Press—J. Powers.
Ashtabula Star-Beacon—E. C. Hankins.
Chillicothe Gazette—James Hannan.
Chillicothe News Advertiser—Ray Ortman.
Cincinnati Enquirer—Jack Rogers.
Cincinnati Post—Jerry Lischkoff.
Cincinnati Times-Star—France Raine.
Cleveland Plain Dealer—Robert Stephan.
Cleveland Press—Norman Siegel.
Columbus Journal—Harold Carlisle.
Columbus Citizen—Earl Minderman.
Dayton Herald—Merlin Test.
E. Liverpool Review—Howard J. Kaufman.
Hamilton Journal—Clayton A. Leiter.
Lorain Journal—John Dunn.
Marietta Times—Tom O'Donnell.
Mt. Vernon News—Josephine Lee.
Newark Advocate—Irene Cosgrove.
Piqua Call—James Greer.
Springfield News-Sun—Wilbur Morris.
Tiffin Advertiser—R. H. Keller.
Toledo Blade—Ralph E. Phelps.
Toledo News-Bee—Joe Collier.
Van Wert Times—Ira Redlinger.
Xenia Gazette—Mildred Mason.
Youngstown Telegram—T. Donald John.
Youngstown Vindicator—David Lewis.

OKLAHOMA

Frederick Leader—P. L. Coursey.
Oklahoma City Oklahoman-Times—R. G. Miller.
Shawnee News-Star—Tom Steed.
Stillwater Press—John P. Hinkel.

OREGON

Portland Journal—Lawrence Gilbertson.
Portland Oregonian—Wm. Moyes.

PENNSYLVANIA

Allentown Call—Walter McIlhaney.
Allentown Chronicle & News—William F. Tait.
Bradford Era—W. E. Eysinger.
East Stroudsburg Sun—S. S. Hartzell.
Erie Times—C. Swisher.
Franklin News-Herald—M. K. Lusher.
Hanover Sun—Edward Wallace.
Philadelphia Inquirer—Frank Rosen.
Philadelphia News—Dorothy Love.
Philadelphia Record—Charles Mackey.
Pittsburgh Post-Gazette—Lynden Morrow.
Pittsburgh Press—S. H. Steinhauser.
Pittsburgh Sun-Telegraph—Darrell V. Martin.
Pottsville Journal—Ruth Reichard.
Reading Times—Louis Schlossberg.
Scranton Republican—Robert J. Arthur.
Scranton Times—Wallace Depew.
Tarentum News—H. H. Harrison.
West Chester Local News—E. Jeanette Short.
York Gazette & Daily—M. H. Garland.

RHODE ISLAND

Pawtucket Times—Francis Dwyer.
Providence News-Tribune—John Minkins.
W. Warwick Times—Wilton P. Hudson.
Woonsocket Call—Walter N. Foss.

SOUTH CAROLINA

Anderson Independent-Tribune—T. F. Acker.

SOUTH DAKOTA

Sioux Falls Argus-Leader—Harold Detlie.
Watertown Public Opinion—Chas. Haushaw.

TENNESSEE

Athens Athenian—Fred Wankan.
Knoxville Journal—Albert Armitage.
Knoxville News-Sentinel—John Hightower.

(Continued on page 218)

BUSINESS ~ is good in ~ South Jersey
1,000 Coupon Orders from a 100-line ad appearing exclusively in the Courier-Post on January 19th, 1932
COURIER-POST NEWSPAPERS
CAMDEN NEW JERSEY
National Representatives
GEO. A. McDEVITT CO.

DAN A. CARROLL
Publishers' Representative
NATIONAL ADVERTISING
Representing a select group of leading Metropolitan Evening Newspapers—Based on the idea of individual attention to a small grade-A list. Personal service.
Each *CARROLL* Newspaper leads in national advertising in respective fields.
110 E. 42nd St., New York

UNITED PRESS
news coverage
is world-wide,
complete and
Independent
UNITED PRESS

Pennsylvania is still a Volume Market

THERE will be plenty of business to be had in the Pennsylvania market during 1932 if the national advertiser will plan intelligently to go after it. The millions of families in the Keystone State must still buy food, clothing, shoes, furniture, and other household necessities, and they will continue to buy them as long as they have money to spend. From the recent economic survey, there is no indication that Pennsylvania's consumers have reduced their standards of living.

The Pennsylvania market is the country's second major market. Plenty of buying power is very much in evidence and the majority of the people are still gainfully employed —perhaps making a little less than in the good old days—but they are earning sufficient to live comfortably and enjoy the comforts and pleasures of home life.

It is true they shop more carefully and seek better values for their money—but they continue to spend their money with their local merchant the same as before. National advertisers who have home products to offer the Pennsylvania consumer, whose prices are in competition with the prevailing competitive prices, will find Pennsylvania a volume market for their products.

Throughout this great state, millions of families continue to make their daily purchases. Their buying guide today is their favorite newspapers, listed below. Your advertising message in these newspapers will reach these thrifty consumers, and they will buy because they have the means to pay for their purchases.

Plan your 1932 advertising newspaper campaign with these great daily newspapers, and make 1932 a banner year in the Pennsylvania market.

	Circulation	2,500 lines	10,000 lines
†Allentown Call.....(M)	38,699	.12	.12
†Allentown Call.....(S)	30,499	.12	.12
†Beaver Falls News Tribune.(E)	8,416	.04	.04
Bethlehem Globe Times....(E)	16,071	.07	.07
*Chester Times.....(E)	21,372	.09	.08
*Connellsville Courier .....(E)	6,891	.05	.05
*Easton Express.....(E)	34,547	.12	.12
*Erie Times.....(E)	33,976	.09	.09
†Greensburg Review-Tribune.(EM)	13,275	.06	.06
†Hazleton Plain Speaker.....(E) / †Hazleton Standard-Sentinel.(M)	21,662	.08	.07
†Lebanon News Times.....(E)	11,123	.05	.05
†Oil City Derrick.....(M)	9,370	.05	.05
*Scranton Times.....(E)	48,727	.15	.14
*Sharon Herald.....(E)	7,294	.04	.04
*Washington Observer and Reporter .....(ME)	16,131	.06	.06
*West Chester Local News..(E)	11,202	.05	.05
*Wilkes-Barre Times Leader..(E)	28,289	.07	.07
†Williamsport Sun and Gazette & Bulletin....(M&E)	27,355	.10	.10
†York Dispatch.....(E)	20,841	.07	.07

*A.B.C. Publishers' Statement, Oct. 1, 1931.
†Government Statement, Oct. 1, 1931.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADA DAILIES

(Continued from page 218)

AUTOMOTIVE EDITORS

ALABAMA

Birmingham News & Age-Herald—Stuart Riddle.
Mobile Press—C. D. Nowlin.

ARIZONA

Miami Arizona Silver Belt—B. W. Curry.
Phoenix Republic & Gazette—Darrell St. Claire.
Yuma Sun—Bob Odom.

ARKANSAS

Little Rock Arkansas Democrat—Jack W. Smith.
Little Rock Arkansas Gazette—John Wells.

CALIFORNIA

Alameda Times-Star—Cope Hartley.
Anaheim Bulletin—Lillian Kahen.
Berkeley Gazette—H. W. Johnson.
Chico Enterprise—Herbert A. Barber.
Culver City Star-News—Hugh Baumberger.
El Centro Imperial Valley Press—A. C. Johnston.
Eureka Humboldt Standard—Jas. Montgomery.
Fresno Republican—J. Shepherd.
Glendale News-Press—R. J. Corrigan.
Hollister Free Lance—Herbert Sutton.
Huntington Park Signal—Max Brunstein.
Long Beach Sun—Robt. W. Boyce.
Long Beach Press-Telegram—R. A. McMillan.
Los Angeles Illustrated News—J. A. Rothwell.
Los Angeles Times—Marian Manners.
Napa Register—Harold V. Koethen.
Oakland Post-Enquirer—F. G. Predmore.
Orange News—O. G. Franke.
Pasadena Post—Dean Hyskell.
Pasadena Star News—Reg. Warren.
Redding Searchlight—Geo. Lieurence.
Redlands Facts—D. V. Ditwiler.
Richmond Independent—F. S. Newsom.
Sacramento Bee—Hamilton Hintz.
Sacramento Union—L. R. Haworth.
San Diego Sun—R. J. Markey.
San Francisco Call-Bulletin—R. A. Nelson.
San Francisco Chronicle—Leon J. Pinkson.
San Jose Mercury Herald—Frank L. Baker.
San Jose News—James Chesnutt.
San Mateo Times & News Leader—Hugo DeGroot.
Santa Ana Register—A. B. Berry.
Santa Cruz Sentinel—Fred McPherson, Jr.
Santa Maria Times—C. G. Garratt.
Santa Monica Outlook—J. A. Holcomb.
Wilmington Press—George W. Gross.

COLORADO

Canon City Record—Raymond Thompson.
Delta Independent—Ayshford Tyler.
Denver Post—Edw. A. Sproul.
Fort Collins Express-Courier—Don McCarty.
Lamar News—Irene Bohl.
Montrose Press—E. L. Milner.

CONNECTICUT

Bridgeport Times-Star—Rocky Clark.
Hartford Courant—John Coughlin.
Hartford Times—Wm. J. Johnson.
Meriden Record—Wayne C. Smith.
New Haven Journal-Courier—John W. Meredith.
New Haven Register—M. B. Mahanna.
New Haven Times—Earl G. Osterhoudt.
Stamford Advocate—E. W. Davis.
Waterbury Democrat—Neil Maloney.

DELAWARE

Wilmington Every Evening—F. K. Reynold.
Wilmington Journal—E. D. Monohan.
Wilmington News—E. D. Monohan.

DISTRICT OF COLUMBIA

Washington News—Basil J. Kelly.
Washington Post—William Ullman.
Washington Star—G. Adams Howard.

FLORIDA

Daytona Beach News-Journal—Lawton Carver.
Gainesville Sun—Joe P. Brown.
Jacksonville Florida Times-Union—R. G. Moffett.
Key West Citizen—T. E. Milmore.
Miami Herald—Earl W. Thomas.
Miami News—Ben Prout.
St. Petersburg Independent—Eric Parsons.
St. Petersburg Times—T. C. Harris.
Winter Haven Chief—C. L. Lee.

GEORGIA

Atlanta Journal—W. A. Cherry.
Savannah News—J. P. Miller.
Savannah Press—John Sutlive, city editor.

IDAHO

Boise Capital News—Hugh Cathers.
Nampa Idaho Free Press—Don Hoskins.
Pocatello Idaho State Journal—W. M. Holder.

ILLINOIS

Belleville Advocate—W. W. Evans.
Bloomington Pantagraph—A. C. Baker.
Cairo Citizen—Selden Fisher.
Carbondale Press—Joseph F. McGuire.
Centralia Sentinel—H. B. Mapes.
Chicago Journal of Commerce—Robert E. Potter.
Chicago News—James Braden.
Chicago Times—Yank Taylor.
Chicago American—Franklin Wheeler.
DeKalb Chronicle—E. J. Raymond.
East St. Louis Journal—R. R. Drennan.
Kewanee Star-Courier—C. O. Schlaver.
Marion Republican—Oldham Paisley.
Macomb Journal—Wm. Rudolph.
Maywood Tri City Press—Edward Weir.
Moline Dispatch—Vernon Hagelin.
Peoria Journal-Transcript—Robert Fitch.
Peoria Star—Wm. Kinsall.
Quincy Herald-Whig—A. R. Higgins.
Rock Island Argus—Maurice Corken.
Springfield Illinois State Register—W. G. McCloskey.
Springfield Illinois State Journal—W. F. Dagon.
Waukegan News-Sun—A. Ford Wilson.
West Frankfort American—R. G. Kelly.

INDIANA

Alexandria Times-Tribune—Ivan G. Arnold.
Anderson Herald—Timothy Jewett.
Brazil Times—Joe Badger.
Connersville News-Examiner—G. S. Tatman.
Evansville Press—C. C. Brooks.
Huntington Herald-Press—Kenneth Keller.
Indianapolis News—Harry Daniels.
Indianapolis Times—Harry S. Swanson.
Indianapolis Star—Arthur Buck.
Michigan City Dispatch—L. J. Carow.
New Castle Courier-Times—Harry Cooper.
Princeton Clarion-News—George B. Grigsby.
Seymour Tribune—Paul McGuire.
Terre Haute Tribune—Harry Hamby.

IOWA

Atlantic News-Telegraph—E. P. Chase.
Burlington Hawk Eye—H. E. Morgan.
Cedar Rapids Gazette-Republican — Robert Houston.
Davenport Democrat & Leader—Don Allen.
Des Moines Register & Tribune—Hugh Lee.
Keokuk Gate City—Dale E. Carrell.
Ottumwa Courier—C. S. Johnston.
Washington Journal—Paul Gorham.

KANSAS

Abilene Reflector—F. G. Wilson.
Chanute Tribune—Ernest Johnson.
Great Bend Tribune—M. D. Spencer.
Lawrence Journal-World—J. W. Murray.
Leavenworth Times—H. H. Seckler.
Liberal News—R. G. Zimmerman.
Manhattan Chronicle & Mercury—G. A. Venneberg.
Ottawa Herald—L. Piper.
Pratt Tribune—Paul Tupper.
Topeka State Journal—Paul Morgan.
Wichita Beacon—S. A. Coleman.

KENTUCKY

Danville Kentucky Advocate—J. B. Baker, Jr.
Henderson Gleaner & Journal—W. W. Smith.
Lexington Herald—Herman Phelps.
Louisville Courier-Journal—Cary Robertson.
Owensboro Messenger-Inquirer—G. M. Fugua.

LOUISIANA

Alexandria Town Talk—Hunter Jarreau.
New Orleans Item-Tribune—Walker Hancock.
Shreveport Journal—T. H. Riddle.

MAINE

Bangor News—Robert Collins.
Portland Express, Press Herald & Telegram—Hal Cram.

MARYLAND

Baltimore News & American—J. P. Perkins.
Baltimore Sun—George H. Engeman.

MASSACHUSETTS

Boston Post—John C. Kerrison.
Boston Transcript—Charles F. Marden.
Fall River Herald News—F. R. Dolan.
Framingham News—Ralph F. Dewey.
Gardner News—Harry Hardy.
Holyoke Transcript—Ray O'Connell.
Lawrence Eagle-Tribune—Andrew A. Minahan.
Lowell Telegram—F. E. MacLean.
Medford Mercury—H. W. Fuller.
New Bedford Standard—Joseph Russakoff.
Springfield Republican—F. H. Parker.
Worcester Post—R. T. Mulvaney.
Worcester Telegram & Gazette—William F. Reardon.

MICHIGAN

Battle Creek Moon-Journal—Walter Browne.
Cadillac News—C. A. Paulson.
Cheboygan Tribune—M. M. Riggs.
Detroit News—E. Y. Watson.
Detroit Free Press—Frank Webb.
Detroit Saturday Night—D. A. Hayden.
Flint Journal—Ralph H. Byers.
Grand Rapids Herald—A. P. Golden.
Kalamazoo Gazette—Howard P. Hall.
Lansing Capital News—Lee Horton.
Lansing State Journal—Joseph Foltz.
Monroe News—Harold Norman.
Muskegon Chronicle—J. A. Chisholm.
Port Huron Times Herald—Frederic Telmos.
Saginaw News—William E. Whatley.
Wyandotte Record—C. H. Arundel.

MINNESOTA

Fairmont Sentinel—A. Simpson Personius.
Hibbing Tribune—I. Bedard.
Minneapolis Star—George E. Guise.
Red Wing Republican—H. V. Peterson.
St. Paul News—M. T. Caine.
Willmar Tribune—O. B. Augustson.

MISSISSIPPI

Laurel Leader-Call—Thos. M. Gibbons.
Tupelo News—Frank Henderson.

MISSOURI

Columbia Tribune—L. H. Edwards.
Cameron News-Observer—B. B. Witt.
Independence Examiner—Frank W. Rucker.
Kansas City Journal Post—Arthur Penticuff.
Kansas City Star—Calvin Eby.
St. Joseph News-Press & Gazette—Merrill Chilcote.
St. Louis Times—Edgar Shutz.
St. Louis Globe-Democrat—Rov A. Reed.
Sedalia Democrat Capital—W. J. Brill.
Springfield Press—R. E. Dillard.
Webb City Sentinel—Theron Wright.

MONTANA

Lewistown Democrat-News—E. F. McGinnis.
Livingston Enterprise—E. A. King.

NEBRASKA

Lincoln Nebraska State Journal—Ben Gadd.
Omaha World-Herald—Jean Caine.

NEVADA

Carson Appeal—A. E. Buckner.
Reno Gazette—John Sanford.
Reno Journal—Norman Bell.

NEW JERSEY

Camden Post-Courier—Hyman Kaplan.
Hackensack Record—Wm. Backus.
Hoboken Observer—H. Yuettes.
Newark Ledger—Harold Fay.
Newark Call—Edward F. Bataille.
Newark News—Eugene J. Zimmerer.
Trenton Times-Advertiser Gazette—Edward F. Meara, Maurice Donahue.
Tuckerton Beacon—Lee R. Gibbons.
Union City Dispatch—A. Bruce Cook.

NEW MEXICO

Roswell Dispatch—Darrell Swayze.

NEW YORK

Binghamton Sun—E. E. Noonan.
Bronx Home News—Joseph Ecclesine.
Brooklyn Citizen—William Horner.
Buffalo News—William G. Hippler.
Buffalo Times—S. O. Goodman.
Buffalo Courier-Express—John H. Tranter.
Cortland Standard—E. H. Stanley.
Elmira Star-Gazette—George E. McCann.
Jamaica Long Island Press—Lawson Paynter.
Kingston Leader—Ira D. V. Warren.
Long Island City Star—James J. Thornton.
New York Corriere D'America—F. Lalli.
New York Herald Tribune—H. A. Pierce.
New York Jewish Day—Borodulin.
New York Jewish Forward—Hency Greenfield.
New York Journal of Commerce & Commercial—Fred C. McAllister.
New York News—Richard Clarke.
New York Investment News—Conrad Alexander.
New York Post—Elmer P. Thompson.
New York North Side News—David Seedman.
New York Telegraph—Elwin B. Thompson.
New York Staats-Zeitung-Herold—John J. Schorsch.
New York Sun—Robert Mountsier.
New York Times—James O. Spearing.
New York World-Telegram—Chas. M. Sievert.
New York Wall Street Journal—N. S. Keith.
North Tonawanda News—R. L. Luce.
Ogdensburg Republican-Journal — Lynn N. Bitner.
Olean Times-Herald—John Crowley.
Oswego Palladium-Times—E. M. Waterbury.
Rochester Journal—Burgess Smith.
Schenectady Union-Star—Daniel J. Duval.
Troy Times—Joseph W. Kennedy.
Utica Observer-Dispatch—S. L. Clark.
Utica Press—D. E. Evans.
White Plains Reporter—W. Lee Tuller.

NORTH CAROLINA

Asheville Citizen—Geo. M. Stephens.
Asheville Times—Geo. M. Stephens.
Charlotte Observer—H. G. Griffin.
Raleigh Times—M. P. Fox.
Wilson Times—J. D. Gold.

OHIO

Akron Journal—R. C. Sutliff.
Akron Times Press—Paul W. Van Camp.
Chillicothe Gazette—Jas. Hannan.
Cincinnati Enquirer—Robt. E. Berier.
Cincinnati Post—Joe Aston.
Cincinnati Times-Star—Fred D. Burns.
Cleveland Plain Dealer—R. T. F. Harding.
Columbus Journal—Dick Jemison.
Dayton Herald—Merlin Test.
Dayton News—Howard Burba.
E. Liverpool Review—Clyde L. Smith.
Fostoria Review—E. M. Hopkins.
Fostoria Times—J. H. Williams.
Hamilton Journal—C. A. Leiter.
Hamilton News—C. R. Greenawalt.
Lorain Journal—John Dunn.
Lorain Times-Herald—Jos. Bors.
Middletown Journal—Paul Laven.
Middletown News-Signal—Dave Regan.
New Philadelphia Times—D. G. Warner.
Sandusky Register—Mel Harmon.
Sandusky Journal—Bud Bittner.
Springfield News-Sun—Wilber Morris.
Toledo News-Bee—E. S. Moore.
Toledo Times—Clifford Holibaugh.
Youngstown Vindicator—F. C. Adams.

OKLAHOMA

Enid News-Eagle—Elgin Freeman.
Norman Transcript—Fred E. Tarman.
Oklahoma City Oklahoman-Times—R. G. Miller.
Shawnee News-Star—Walter Tinsley.
Tulsa Tribune—Roger Devlin.
Wewoka Times-Democrat—Ralph Campbell

OREGON

Bend Bulletin—Frank H. Loggan.
Grants Pass Courier—Noble D. Stanton.
Oregon City Eenterprise—J. B. Johnson.
Portland Journal—Ernest Peterson.
Portland Oregonian—Edward M. Miller.
Roseburg News-Review—R. R. Wood.

PENNSYLVANIA

Allentown Chronicle & News—Dave Delong.
Bradford Era—W. E. Eysinger.
Brownsville Telegraph—Ralph M. Denney.
East Stroudsburg Sun—James H. Eagle.
Lebanon News-Times—Samuel D. Evans.
Lewistown Sentinel—J. Martin Stroup.
Norristown Register—Harry T. Woodman.
Philadelphia Inquirer—Thomas J. Clemens.
Philadelphia News—W. A. Wilson.
Philadelphia Record—James O. Gantz.
Pittsburgh Post-Gazette—W. M. Manning.
Pittsburgh Press—Gilbert Love.
Pittsburgh Sun Telegraph—Harold Deitrich.
Pottsville Journal—David Yocum.
Reading Times—Charles Wentzel.
Scranton Sun—G. A. Somarmdyck, Jr.
Scranton Republican—Edward T. Lees.
Tarentum News—George N. Scheid.
Uniontown News Standard—C. J. Levin.
Wilkes-Barre Independent—George P. Heffernan.
Wilkes-Barre Times-Leader—Victor Lucksinger.
York Gazette & Daily—Richard Runk.

RHODE ISLAND

Pawtucket Times—Frances Dwyer.
Providence News-Tribune—Edward Fitzgerald.
West Warwick Times—Wilton P. Hudson.
Woonsocket Call—Walter N. Foss.

SOUTH CAROLINA

Anderson Independ-Tribune—Bonner Kidd.

SOUTH DAKOTA

Aberdeen News-American—Durward Westervelt.
Madison Sentinel—R. H. Lemon.
Sioux Falls Argus-Leader—DeWalt Kieffer.
Watertown Public Opinion—P. J. Albrook.

TENNESSEE

Athens Post-Athenian—Fred E. Wankan.
Chattanooga Times—James Freeman.
Johnson City Chronicle-News—Leslie T. Hart.
Knoxville Journal—W. W. Ayres.
Knoxville News-Sentinel—Edward B. Smith.
Memphis Appeal—Harry Snider.
Memphis Press-Scimitar—P. D. Martineau.
Nashville Banner—E. B. Stahlman.

TEXAS

Amarillo Globe News—Westley Izzard.
Breckenridge American—E. Hinrichs.
Commerce Journal—Carl Ward.
Dallas News—E. G. Luter.
El Paso El Continental—Wm. Cunningham.
El Paso Times—R. D. McNeil.
Greenville Banner—Paul Horton.
Hillsboro Mirror—D. W. Campbell.
Longview Journal—Duke Wellington.
Longview News—Duke Wellington.
Marlin Democrat—Rod Eddius.
Mexia News—Geo. A. Lee.
Midland Reporter-Telegram—R. C. Hankins.
Palestine Herald—H. V. Hamilton.
Paris News—John H. Purnell.
San Antonio Light—R. G. Fraim.
Sherman Democrat—J. Newell Johnston.
Taylor Press—H. W. Johnson.
Terrell Tribune—Wilbur Haggart.
Tyler Courier Times & Telepgraph—Frank Adams.
Waco News-Tribune & Times Herald—H. M. Fentress.
Yoakum Herald—DeWitt Poth.

UTAH

Provo Herald—E. R. Rasmuson.

VERMONT

Brattleboro Reformer—Edward Dunlevy.

VIRGINIA

Harrisburg Telegraph—Harry C. Rensel.
Norfolk Virginian-Pilot—R. K. T. Larson.
Petersburg Progress-Index—H. G. Turner.
Portsmouth Star—Robert Barber.
Suffolk News-Herald—Marion Saunders.

WASHINGTON

Centralia Chronicle—Earl Foster.
Longview News—W. H. Taylor.
Olympia Olympian—Clarence Mertching.
Seattle Post-Intelligencer—Jos. Corbett.
Seattle Star—Dudley Brown.
Spokane Press—R. E. Emahiser.
Spokane Spokesman-Review—K. M. Hunter.

WEST VIRGINIA

Charleston Gazette—L. Mosby.
Clarksburg—Exponent & Telegram—Gene Collett.
Fairmont W. Virginian—Willis Mattingly.
Point Pleasant Register—Paul R. Fore.
Welch News—F. B. Pendleton.

WISCONSIN

Ashland Press—H. E. Eckman.
Green Bay Press-Gazette—E. J. Robinson.
Janesville Gazette—Howard Koehn.
Madison Times—Cedric Parker.
Madison Journal—Harold McClelland.
Merrill Herald—Wm. Allen.
Milwaukee Journal—W. W. Rowland.
Oshkosh Northwestern—L. K. Bronson.
Racine Journal-News—Chas. Christensen.
Stoughton Courier Hub—Harold W. Quirt.
Superior Telegram—Marshall Finstead.
Wausau Record-Herald—Ernest Randolph.
Wisconsin Rapids-Tribune—Geo. T. Frechette.

HAWAII

Honolulu Hochi—K. Kirara.
Honolulu Star Bulletin—Henry E. Dougherty.

CANADA

ALBERTA

Edmonton Journal—Gordon McCallum.

BRITISH COLUMBIA

New Westminster British Columbian—Dave Taylor.
Vancouver Sun—Frank Hopwood.

MANITOBA

Winnipeg Free Press.—J. J. Conklin.
Winnipeg Tribune—A. E. McGinley.

NOVA SCOTIA

Halifax Herald-Mail—E. A. Morrison.
Kingston Whig-Standard—F. R. Davies.
Ottawa Le Droit—A. Verreault.

ONTARIO

Toronto Globe—Earl Day.
Toronto Mail-Empire—Warren Hastings.
Toronto Star—Roly Young H. Clarke.

QUEBEC

Montreal le Devoir—J. L. Dussault.
Montreal La Patrie—Chas. Mayer.
Montreal La Presse—J. M. Vezina.
Montreal Star—P. M. T. Little.
Quebec L'Evenement—P. Lavigueur.
Quebec L'Action—L. Hardy.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 216*)

Radio Editors

Memphis Appeal—John Clegborn.
Memphis Press-Scimitar—Luther Southworth.
Nashville Banner—J. W. West, Jr.

TEXAS

Amarillo Globe News—Westley Izzard.
Breckenridge American—E. Hinrichs.
Dallas News—Joseph A. Lubben.
El Paso El Continental—J. McDougall.
El Paso Herald Post—C. R. Webb.
Ft. Worth Star-Telegram—Mark Burrowes.
Fort Worth Press—C. E. Greene.
Houston-Chronicle—Lecta Rider.
Longview Journal—Duke Wellington.
Longview News—Duke Wellington.
Palestine Herald—Franklin Bradford.
Paris Dinner Horn—B. Hooks Boyd.
San Antonio Light—J. H. McLean.
Sherman Democrat—J. Newell Johnston.
Taylor Press—L. V. Meister.
Waco News—H. M. Fentress.
Wichita Falls Record News—L. T. Hamlett, W. L. Underwood.
Yoakum Herald—C. S. Morgan.

VERMONT

Barre Times—Alice Webster.

VIRGINIA

Harrisburg Telegraph—B. C. Welker.
Norfolk Virginian-Pilot—C. P. Donnel.
Petersburg Progress-Index—H. G. Turner.
Portsmouth Star—E. Franklin Rogers.
Roanoke World-News—W. C. Stouffer.
Staunton News-Leader—E. Lewis Knowles.

WASHINGTON

Aberdeen World—Mark Sullivan.
Seattle Post-Intelligencer—Walter Rue.
Seattle Star—Will Voorhees.
Tacoma Times—C. E. King.

WEST VIRGINIA

Charleston Gazette—L. Mosby.

WISCONSIN

Fond du Lac Reporter—J. J. Harlin.
Green Bay Press-Gazette—Glenn Toule.
Janesville Gazette—Bernice Bicks Warner.
Madison Times—Cedric Parker.
Madison Journal—W. L. Doudna.
Manitowoc Herald-News—Geo. MacFarlane.
Milwaukee Journal—Edward Thompson.
Oshkosh Northwestern—L. K. Bronson.
Racine Journal News—Lee Hammond.
Stoughton Courier Hub—C. E. Riemer.
Wisconsin Rapids Tribune—Geo. T. Frechette.

HAWAII

Honolulu Advertiser—Jack Kluegel.
Honolulu Hochi—Y. Imai.
Honolulu Star Bulletin—Paul Findeisen.

CANADA

ALBERTA

Calgary Herald—C. H. Stout.
Edmonton Journal—D. MacDougall.

BRITISH COLUMBIA

Vancouver Star—G. A. Dann.
Vancouver Sun—C. E. Defieux.
Victoria Times—C. L. Backler.

MANITOBA

Winnipeg Tribune—N. B. Zimmerman.

NOVA SCOTIA

Halifax Herald Mail—L. L. Shatford.

ONTARIO

Kingston Whig-Standard—F. C. Beaudry.
Ottowa Le Droit—Emile Boucher.
Stratford Beacon Herald—T. J. Dolan.
Toronto Globe—Chas. C. Jenkins.
Toronto Mail & Empire—Norman McLeod.
Toronto Star—G. Shaw.
Toronto Telegram—F. Young.
Windsor Star—H. P. Allan.

QUEBEC

Montreal La Patrie—Lucien Parizeau.
Montreal La Presse—Paul Asselin.
Montreal Le Devoir—A. Gagnon.
Montreal Standard—R. Cusack.
Montreal Star—E. Gannon.
Quebec L'Evenement—P. Lavigneur.
Quebec L'Action—J. T. Perron.

SASKATCHEWAN

Regina Leader-Post—Kay Mullan.
Regina Star—A. McDermott.

AVIATION EDITORS

ALABAMA

Birmingham News & Age-Herald—Ralph Hurst.
Mobile Press—C. Sibley.

ARIZONA

Phoenix Republic & Gazette—Frank Ross.
Tucson Citizen—M. Hynes.
Yuma Sun—E. S. Worthington.

ARKANSAS

Little Rock Arkansas Democrat—Hubert Parke.

CALIFORNIA

Alameda Times-Star—Cope Hartley.
Berkeley Gazette—James Ulrich.
Fresno Republican—Lloyd Craig.
Glendale News-Press—R. J. Corrigan.
Hollister Free Lance—H. Sutton.
Long Beach Sun—Robt W. Boyce.
Long Beach Press-Telegram—Roy Hilton.
Los Angeles Times—Al Parmenter.
Oakland Post-Enquirer—Howard Waldorf.
Pasadena Post—Dean Hyskell.
Sacramento Bee—Hamilton Hintz.
Sacramento Union—Prof. Hilton F. Lusk.
Salinas Index-Journal—Rolin G. Watkins.
San Diego Sun—Max Miller.
San Francisco Call-Bulletin—R. A. Nelson.
San Francisco Chronicle—Harry Hall.
San Jose Mercury Herald—Robert E. Ryan.
San Jose News—Richard Barrett.
San Mateo Times & News Leader—Hugo De-Groot.
Santa Maria Times—H. R. Reynolds.
Santa Monica Outlook—J. A. Holcomb.

COLORADO

Canon City Record—W. T. Little.

CONNECTICUT

Bridgeport Times-Star—Rocky Clark.
Hartford Times—Burton E. Moore.
New Haven Journal-Courier—John W. Meredith.

DISTRICT OF COLUMBIA

Washington News—Ernie Pyle.
Washington Post—Marshall Andrews.
Washington Star—Joseph Edgerton.

FLORIDA

Daytona Beach News-Journal—Stanley Walker.
Gainesville Sun—Joe P. Brown.
Jacksonville Florida Times-Union—R. G. Moffett.
Jacksonville Journal—May McCormick.
Miami News—H. A. Kinchley.
Tampa Tribune—Russell King.
Winter Haven Chief—C. L. Lee.

GEORGIA

Atlanta Journal—Harry Wilensky.
Augusta Chronicle—Jack Bates.
Savannah News—Sydney Roberts.

IDAHO

Pocatello Idaho State Journal—Frank Hewlett.

ILLINOIS

Aurora Beacon-News—R. W. Richards.
Bloomington Pantagraph—Frank Bill.
Chicago Times—Ashley Greene.
Kewanee Star-Courier—C. O. Schlaver.
Macomb Journal—Vail Morgan.
Moline Dispatch—Vernon Hagelin.
Monmouth Review Atlas—Ralph B. Eckley.
Peoria Star—Mabel Bonjean.
Quincy Herald-Whig—Earl Nolan.
Springfield Illinois State Register—James Graham.
Waukegan News-Sun—Chas. Landis.
West Frankfort American—T. J. Elkins.

INDIANA

Anderson Herald—Harry Baldwin.
Connersville News-Examiner—E. I. Higgs.
Evansville Press—C. C. Brooks.
Fort Wayne Journal-Gazette—Harold K. Milks.
Indianapolis News—Harry Daniels.
Indianapolis Star—M. Bostwick.
Indianapolis Times—Lowell Nussbaum.
Princeton Clarion-News—George B. Grigsby.
South Bend News-Times—Francis White.
Terre Haute Tribune—Marcee Cox.
Warsaw Times—Ted Williams.

IOWA

Cedar Rapids Gazette Republican—Naomi Doebel.
Clarinda Herald—C. C. Caswell.
Council Bluffs Nonpareil—Harry Mauck, Jr.
Des Moines Register & Tribune—Pilot Charles Gatschet.
Fort Madison Democrat—E. Dunham Ashby.
Keokuk Gate City—F. C. Smith—Douglas Lamont.
Ottumwa Courier—Tom Keefe, Jr.
Sioux City Tribune—H. B. Cooper.

KANSAS

Coffeyville Journal—B. W. Crone.
Lawrence Journal-World—Arch Oliver.
Topeka State Journal—W. M. Markley.
Wichita Beacon—Jimmy Woods.

KENTUCKY

Louisville Courier-Journal—Cary Robertson.
Louisville Herald Post—Frank Blunk.

LOUISANA

Alexandria Town Talk—Hunter Jarreau.
New Orleans Item-Tribune—Hermann Deutsch.
New Orleans States—Meigs O. Frost.

MAINE

Bangor News—Hugh Knox.

MARYLAND

Baltimore News & American—J. P. Perkins.
Baltimore Sun—George H. Engeman.

MASSACHUSETTS

Boston Christian Science Monitor—Volney D. Hurd.
Boston Transcript—Franklin E. Jordan.
Framingham News—Ralph F. Dewey.
Gardner News—Francis Richard.
Medford Mercury—Wm. J. Lattimer.
Quincy Patriot Ledger—John Hadley.
Springfield Republican—George E. Pelletier.
Woburn Times—James D. Haggerty, Jr.
Worcester Post—R. T. Mulvaney.

MICHIGAN

Ann Arbor News—G. H. Bastien.
Battle Creek Moon-Journal—Walter Browne.
Cadillac News—C. A. Paulson.
Cheboygan Tribune—Gordon Turner.
Detroit News—James V. Piersol.
Detroit Free Press—Royce Howes.
Grand Rapids Herald—Chas. Sapp.
Kalamazoo Gazette—Ralph Patton.
Lansing Capital News—Phil O'Hara.
Lansing State Journal—J. Maynard Hill.
Muskegon Chronicle—Paul A. Elliott.
Port Huron Times Herald—Frederic Telmos.

MINNESOTA

Fairmont Sentinel—C. N. Swanson.
Hibbing Tribune—Clarence T. Smith.
Red Wing Republican—Joe Kernan.
Willmar Tribune—H. A. Hengstler.
Minneapolis Star—James Sutherland.

MISSOURI

Columbia Tribune—C. E. Howes.
Kansas City Journal-Post—Arthur Penticuff.
Kansas City Star—R. S. Knowlson.
St. Joseph News-Press & Gazette—Max Habecker.
St. Louis Times—Edgar Shutz.

MONTANA

Lewistown Democrat-News—J. W. Hanley.
Livingston Enterprise—W. H. Flint.

NEBRASKA

Lincoln Nebraska State Journal—Richard Bennett.

NEVADA

Carson Appeal—A. E. Buckner.
Reno Journal—J. G. Newlands.

NEW HAMPSHIRE

Concord Monitor-Patriot—Albert S. Baker.

NEW JERSEY

Newark Call—Edward F. Bataille.
Newark Ledger—Paul Husserl.
Newark News—Roger Garis.
Trenton Times-Advert. Gazette—Arthur Eisner, C. Harold Levy.

NEW YORK

Albany News—Robert R. Reeves.
Brooklyn Eagle—Fred Lang.
Buffalo News—Charles A. Michie.
Buffalo Times—Gordon Davis.
Elmira Star-Gazette—Charles Mathews, Sr.
Jamaica Long Island Press—Lawson Paynter.
Mt. Vernon Argus—Maj. M. E. Pakas.
New York Corriere d'America—F. Lalli.
New York Herald Tribune—Francis D. Walton.
New York Investment News—E. L. Mills.
New York Sun—Sherman B. Altick.
New York Times—Lauren D. Lyman.
New York World-Telegram—Carl B. Allen.
New York Wall Street Journal—W. H. Neff.
North Tonawanda News—R. L. Luce.
Ogdensburg Repub.-Journal—Lynn N. Bitner.
Utica Observer-Dispatch—S. L. Clark.
Utica Press—David Evans.
White Plains Reporter—J. Degenahl.

NORTH CAROLINA

Charlotte Observer—Legette Blythe.
Wilson Times—J. D. Gold.

OHIO

Akron Beacon Journal—Harold J. Taylor.
Akron Times-Press—William Shenkel.
Chillicothe Gazette—Jas. Hannan.
Chillicothe News-Advertiser—Lucian Jenness.
Cincinnati Enquirer—James Golden.
Cincinnati Post—M. Wentz.
Cleveland Plain Dealer—James Hartshorne.
Cleveland Press—Julian Griffin.
Dayton Herald—Fred J. Van Pelt.
Dayton News—Max Kohnop.
Newark Advocate—Phil Connolly.
Springfield News-Sun—Wilbur Morris.
Toledo Blade—R. E. Roberts.
Youngstown Vindicator—George Reiss.

OKLAHOMA

Lawton Constitution—Joe Reed.
Oklahoma City Oklahoman, Times—Bennie Turner, George Lipe.
Shawnee News-Star—Howard Flieger.
Tulsa Tribune—Virgil Curry.

OREGON

Bend Bulletin—Phil F. Brogan.
Pendleton E. Oregonian—Ralph Millsap.
Portland Journal—Dick Rummel.
Portland Oregonian—Webster A. Jones.
Roseburg News-Review—Ches. V. Starlton.

PENNSYLVANIA

Allentown Chronicle & News—Floyd Stickle.
Bradford Era—W. E. Eysinger.
East Stroudsburg Sun—James H. Eagle.
Homestead Messenger—I. Ahlberg.
Lewistown Sentinel—R. S. Ruble.
Philadelphia Inquirer—Frank Rosen.
Philadelphia Record—Patrick J. O'Brien.
Pittsburgh Press—Charles P. Johnson.
Pittsburgh Sun Telegraph—Al Gough.
Scranton Sun—G. A. Somarindyck, Jr.
Scranton Republican—Edward T. Lees.
Brownsville Telegraph—Ralph M. Denney.
Uniontown News Standard—C. J. Levin.
Wilkes-Barre Independent—George P. Heffernan.
Wilkes-Barre Times-Leader—Victor Lucksinger.

RHODE ISLAND

Providence News-Tribune—Edward Fitzgerald.
West Warwick Times—Wilton P. Hudson.
Woonsocket Call—Paul L. Smith.

SOUTH DAKOTA

Aberdeen News-American—Durward Westervelt.
Mitchell Republican—M. B. Ronald.
Watertown Public Opinion—Harold G. Lee.

TENNESSEE

Chattanooga News—Miss Nellie Kenyon.
Clarksville Chronicle—Stanley Gower.
Johnson City Chronicle News—Leslie T. Hart.
Knoxville Journal—W. W. Ayres.
Knoxville News-Sentinel—John T. Moutoux.
Memphis Press-Scimitar—Ada Gilkey.
Nashville Banner—Brainard Cheney.

TEXAS

Amarillo Globe News—Westley Izzard.
Commerce Journal—C. O. Ziegler.
Dallas News—E. G. Luter.
Galveston News-Tribune—F. E. Walker.
Greenville Banner—Hermon Scott.
Houston Press—Gordon Turrentine.
Pampa News—Harry E. Hoare.
Paris News—John H. Purnell.
San Antonio Light—R. G. Fraim.
Sherman Democrat—Ted Bomar.
Taylor Press—Leon Wright.
Tyler Times-Telegram—Louis F. Hart.
Yoakum Herald—C. S. Morgan.

UTAH

Ogden Standard-Examiner—Will W. Bowman.

VERMONT

Brattleboro Reformer—Edward Dunlevy.

VIRGINIA

Bristol Herald-Courier—Chas. L. Harkrader.
Harrisburg Telegraph—A. H. Stackpole.
Norfolk Virginian-Pilot—R. K. T. Larson.
Portsmouth Star—W. B. Darden.
Staunton News-Leader—E. W. Opie.

WASHINGTON

Longview News—W. H. Taylor.
Vancouver Columbian—Ewrin Rieger.
Walla Walla Bulletin—Claude M. Gray.

WEST VIRGINIA

Charleston Gazette—Mrs. Jean K. Flournoy.
Clarksburg Exponent-Telegram—W. M. Siviger.
Huntington Herald-Dispatch—R. H. F. Parsley.
Parkersburg Sentinel—Paul Handke.

WISCONSIN

Green Bay Press-Gazette—Russell Davis.
Madison Journal—Harold McClelland.
Milwaukee Journal—C. F. Butcher.
Oshkosh Northwestern—Aaron J. Mace.
Racine Journal News—Keith Brehm.

WYOMING

Casper Tribune-Herald—J. Kirk Baldwin.
Sheridan Press—Donald Kovacic.

HAWAII

Honolulu Star Bulletin—Walter Scratch.

CANADA

ALBERTA

Calgary Herald—C. H. Stout.

BRITISH COLUMBIA

Vancouver Star—H. R. Kincaid.
Vancouver Sun—J. S. Williamson.
Victoria Times—J. K. Nesbitt.

MANITOBA

Winnipeg Free Press—Miss Lillian Porte.
Winnipeg Tribune—A. H. Bill.

ONTARIO

Kingston Whig-Standard—F. R. Davies.
St. Catharines Standard—Jack Williams.
Toronto Mail Empire—H. W. W. Rowe.
Toronto Star—I. Kelly.
Toronto Telegram—Kim Beattie.

QUEBEC

Montreal La Patrie—Chas. Mayer.
Montreal La Presse—Andre Dastous.
Montreal Le Devoir—J. L. Dussault.

SASKATCHEWAN

Regina Leader-Post—Kenneth Liddell.
Regina Star—A. McDermott.

(*Continued on page 218*)

GOOD NEWS II

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PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 220)

Theatrical Critics

WASHINGTON

Aberdeen World—W. L. Morris.
Bellingham News—D. M. Suger.
Bellingham Herald—Hal Reeves.
Longview News—Louise Clearman.
Seattle Post Intelligencer—Everhardt Armstrong.
Seattle Star—Harry Mills.
Spokane Press—John Condit.
Spokane Spokesman-Review—W. W. Hindley.
Tacoma Times—Julius Gius.

WEST VIRGINIA

Beckley Post-Herald—Dr. J. L. Merrylees.
Charleston Gazette—Mrs. Jean K. Flournoy.
Clarksburg Exponent Telegram—Gene Collett.
Fairmont West Virginian—Richard B. Parrish.
Huntington Herald-Dispatch—Geneva Kent.

WISCONSIN

Antigo Journal—Earle Holman.
Beloit News—Harriett Dawson.
Fond du Lac Reporter—K. McGivern.
Green Bay Press-Gazette—Mrs. A. W. Brystrom.
Janesville Gazette—Peg O'Brien.
Kenosha News—Olive Brossow.
Madison Times—Ethel Max.
Madison Journal—Robert N. Cool.
Merrill Herald—Carla Foster.
Milwaukee Journal—R. S. Davis.
Milwaukee Leader—Harriet P. Clinton.
Oshkosh Northwestern—L. K. Bronson.
Racine Journal News—Lucy Doles.
Racine Call—A. J. Schmidtbauer.
Stoughton Courier Hub—Alvin H. Olson.
Wausau Record-Herald—John Loomis.
Wisconsin Rapids Tribune—Janet Fontaine.

WYOMING

Laramie Republican-Boomerang—F. S. Burrage, Ted Olson.
Sheridan Press—Haydie Yates.

CANADA

ALBERTA

Calgary Albertan—W. Campbell.
Calgary Herald—H. S. Surrlis.
Edmonton Bulletin—John Oliver.
Edmonton Journal—A. B. Watt.

BRITISH COLUMBIA

Vancouver Star—Noel Robinson.
Vancouver Sun—Frank Hopwood.
Victoria Times—George Dyke.

MANITOBA

Winnipeg Free Press—Miss Margaret Kilgour.
Winnipeg Tribune—N. B. Zimmerman.

NOVA SCOTIA

Glace Bay Gazette—C. E. Purdy.
Halifax Herald-Mail—James Power, E. G. L. Wetmore.
Sydney Post—N. M. Browne.

ONTARIO

Hamilton Spectator—Miss E. J. Reynolds.
Kingston Whig-Standard—Arthur L. Davies.
Ottawa Citizen—E. W. Harrold.
Ottawa Le Droit—Emile Boucher.
St. Catharines Standard—D. J. Williams.
Toronto Globe—Dr. Lawrence Mason.
Toronto Mail & Empire—Pearl S. McCarthy.
Toronto Telegram—Newton Kendall.
Toronto Star—A. Bridle Jakeway.
Windsor Star—R. M. Harrison.

QUEBEC

Montreal Herald—H. Newman.
Montreal La Patrie—Lucien Parizeau.
Montreal La Presse—Jacques LaRoche.
Montreal Standard—R. Cusack.
Montreal Star—S. Morgan Powell.
Ouebec L'Evenement—B. Lafleur.
Sherbrook La Tribune—H. M. Gendreau.

SASKATCHEWAN

Regina Leader-Post—Arthur Stevens.
Regina Star—A. M. Thomas.
Saskatoon Star-Phoenix—H. R. Worden.

HAWAII

Honolulu Advertiser—Walter J. Adams.
Honolulu Hochi—M. Honda, G. Wright.
Honolulu Star Bulletin—Henry E. Dougherty.

MOTION PICTURE CRITICS

ALABAMA

Birmingham News & Age-Herald—P. B. Marzoni.
Birmingham Post—Marie Parks.
Mobile Press—Harry McDonnell.
Montgomery Advertiser—Geo. Davis.
Selma Times Journal—Mrs. Clara Callaway Seay.
Miami Arizona Silver Belt—May Walker.

ARIZONA

Yuma Sun—Newton Brunson.

ARKANSAS

Fort Smith Southwest American & Times Record—Zela Tucker, Queen Neal.
Little Rock Arkansas Gazette—Ruth Tucker.

CALIFORNIA

Alameda Times-Star—G. Clifford Nickell.
Anaheim Bulletin—J. H. Heffron.
Chico Enterprise—R. G. Steele.
Culver City Star-News—Betty Marceau.
Eureka Humboldt Standard—Lillian Ross.
Glendale News-Press—Helen Steele.
Huntington Park Signal—Miss Pauline Swanson.
Long Beach Press-Telegram—Verne Wickham.
Long Beach Sun—Lona Gilbert.
Los Angeles Illustrated News—Eleanor Barnes.
Los Angeles Record—Llewellyn Miller.
Los Angeles Times—Phil Scheuer.
Marysville Appeal-Democrat—Edward Burt.
Oakland Post-Enquirer—Howard Waldorf.
Redding Searchlight—H. G. Moody.
Pasadena Post—Frederick Graham Runyon.
Pasadena Star-News—Mrs. J. H. Baskin.
Sacramenta Bee—Roy V. Bailey.
Sacramento Union I. H. Sefton.
San Diego Sun—Willimine Stockwell.
San Francisco Call-Bulletin—Fred P. Johnson.
San Francisco Chronicle—Katherine M. Hill.
San Francisco News—Claude La Belle.
San Jose Mercury Herald—Josephine E. Hughston.
San Jose News—Stanley Waldorf.
Santa Ana Register—A. B. Berry.
Santa Barbara News—Paul Whitney.
San Mateo Times & News Leader—Mildred Okker.
Santa Cruz Sentinel—W. E. Belote.
Santa Maria Times—Lily Sherwood.
Santa Monica Outlook—Frank Finch.

COLORADO

Canon City Record—Estelle Adkinson.
Delta Indepdent—Elizabeth McCarthy.
Denver Post—Betty Craig.
Denver Rocky Mountain News—Loudon Kelly.
Fort Collins Express-Courier—Frances Carpenter.
Loveland Reporter-Herald—Miss Astrid Berg.

CONNECTICUT

Bridgeport Times-Star—Ed. Maum.
Hartford Courant—Walter Brown.
Hartford Times—Earl C. Braniff.
New Britain Record—Gerald McCourt.
New Haven Journal-Courier—Harold Bone.
New Haven Times—Polly Page.
So. Norwalk Sentinel—Humphrey Doulens.
Torrington Register—John H. Thompson.
Waterbury Democrat—E. Christy Erk.

DISTRICT OF COLUMBIA

Washington News—Eleanore Wilson.
Washington Post—Nelson B. Bell.
Washington Star—Edward Melcher.

FLORIDA

Daytona Beach News-Journal—Stanley Walker.
Fort Myers News-Press—Gladys Hanton.
Gainesville Sun—Harry Brown.
Jacksonville Florida Times-Union—Jean Henderson.
Miami Herald—Miss Jefferson Bell.
St. Petersburg Independent—A. R. Dunlap.
Tampa Times—J. R. Mickler.
Tampa Tribune—Harry E. Schalden.

GEORGIA

Americus Times-Recorder—Ed. Lynn Bridges.
Atlanta Journal—Frank Daniel.
Macon News—Paul Conaway.

IDAHO

Boise Idaho Statesman—A. F. Riddle.
Coeur d'Alene Press—Frances Cope.
Lewiston Tribune—Claud E. Woods.
Nampa Idaho Free Press—Gardner Parsons.
Pocatello Idaho State Journal—E. T. Spencer.

ILLINOIS

Aurora Beacon-News—R. W. Richards.
Carlinville Enquirer—Lucille F. Hall.
Champaign-Urbana News-Gazette—Frances Myers.
Chicago American—Hazel Flynn.
Chicago Journal of Commerce—Claudia Cassidy.
Chicago News—Clark Rodenback.
Chicago Times—Doris Arden.
Danville Commercial-News—Wm. Hackman.
Hoopeston Chronicle-Herald—R. S. Hay.
Kewanee Star-Courier—Exelyn Conkling.
Paris Beacon-News—E. H. Jenison.
Peoria Journal-Transcript—Marilee Barger.
Peoria Star—Chas. B. Smith.
Quincy Herald-Whig—John M. Schoeneman.
Rocford Star—John W. Grimes.
Rock Island Argus—O. F. Claybaugh.
Springfield Illinois State Journal—A. L. Bowen.
Waukegan News-Sun—Lorraine Sherer.

INDIANA

Anderson Herald—Timothy Jewett.
Connersville News-Examiner—J. L. Foster.
Elkhart Truth—Dan Albrecht.
Fort Wayne Journal-Gazette—Robert Baral.
Frankfort Times—B. C. Blankenship.
Indianapolis News—Miriam Bell.
Indianapolis Star—Corbin Patrick.
Indianapolis Times—Walter D. Hichman.
Lafayette Journal-Courier—Mary Bowan.
New Castle Courier-Times—Edith Roll.
Princeton Clarion-News—George B. Grigsby.
Terre Haute Star—Mable McKee.
Terre Haute Tribune—Marcee Cox.
Warsaw Times—Clinton Chapfant.

IOWA

Atlantic News-Telegraph—E. P. Chase.
Burlington Gazette—Thomas Green.
Cedar Rapids Gazette-Republican—Tait Cummins.
Cherokee Times—Max Gordon.
Council Bluffs Nonpareil—Mrs. Genevieve Mauck.
Davenport Democrat & Leader—John O'Donnell.
Davenport Times—F. Bills.
Des Moines Register & Tribune—Robert Moorefield.
Keokuk Gate City—Douglas Lamont.

KANSAS

Caldwell Messenger-News—Harold A. Hammond.
Chanute Tribune—John P. Harris.
Emporia Gazette—Clarice Hausam.
Great Bend Tribune—Morey J. Potter.
Lawrence Journal-World—R. A. deWatteville.
Leavenworth Times—Bessie A. Martin.
Manhattan Chronicle & Mercury—H. Miles Heberer.
Topeka Capital—E. D. Keilman.
Topeka State Journal—Ted Wear.
Wichita Beacon—R. J. Kelly.

KENTUCKY

Danville Kentucky Advocate—Vernon Richardson.
Henderson Gleaner & Journal—Chas. Heiner.
Louisville Courier-Journal—Boyd Martin.
Louisville Herald Post—Kirtley Scott.
Owensboro Messenger Inquirer—Hugh O. Potter.
Paducah Sun-Democrat—Dick Meacham.

LOUISIANA

Alexandria Town Talk—HunterJarreau.
New Orleans Item-Tribune—Mel Washburn.
New Orleans States—J. Adolph Meise.
Shreveport Journal—Frank Grosjean.

MAINE

Bangor Commercial—Oscar A. Shepard.
Portland Express, Press Herald & Telegram—Edith W. Haines, Kenneth W. Berry.
Portland News—Harold L. Cail.

MARYLAND

Baltimore News & American—Norman Clark.
Baltimore Sun—Donald H. Kirkley.

MASSACHUSETTS

Attleboro Sun—C. S. Sherman.
Boston Christian Science Monitor—Ernest C. Sherbune.
Boston Post—Prunella Hall.
Boston Record—Gordon Hillman.
Boston Transcript—H. T. Parker.
Fall River Herald News—Gardiner T. Hart.
Framinghan News—Ralph F. Dewey.
Gardner News—Thomas F. Flynn.
Holyoke Transcript—Catherine Sugrue.
Lawrence-Eagle-Tribune—T. Frank O'Hearn.
Medford Mercury—Ruth Oliver.
Milford News—Harry Brody.
New Bedford Standard—Virginia Turner.
Quincy Patriot Ledger—John Hadley.
Southbridge News—Joe M. Clark.
Springfield Republican—Louise M. Mace.
Webster Times—L. J. Daly.
Worcester Post—James Shea.

MICHIGAN

Ann Arbor News—Allison Ind.
Detroit Free Press—Len G. Shaw.
Detroit Mirror—Helen Harris.
Detroit News—Harold Heffernan.
Detroit Saturday Night—Robt. Sherwood.
Flint Journal—Ralph H. Byers.
Grand Rapids Herald—W. B. McClaran.
Kalamazoo Gazette—Harrison Merrill.
Lansing State Journal—Hayden Palmer.
Saginaw News—William E. Whatley.

MINNESOTA

Albert Lea Tribune—Burt May.
Duluth Herald—James T. Watts.
Fairmont Sentinel—J. Frederic Cavers.
Minneapolis Star—Carl Christopherson.
Minneapolis Tribune—Milton S. Davis.
Red Wing Republican—H. V. Peterson.
St. Paul News—Gerald Smith.
Willmar Tribune—H. A. Hengstler.

MISSISSIPPI

Biloxi and Gulfport—Cosman Eisendrath, E. P. Wilkes.
Greenville Democrat-Times—Ernest Smith, editor.

MISSOURI

Columbia Tribune—Rowland H. Smith.
Independence Examiner—James A. Southern.
Joplin Globe & News Herald—Robert Hutchison.
Kansas City Journal-Post—Lowell Lawrence.
Kansas City Star—John C. Moffitt.
St. Joseph News-Press & Gazette—Anna Rutt, Ray Bjorback.
St. Louis Times—Evelyn Connolly.
Springfield News & Leader—Dickson Terry.
Springfield Press—Fern Nance.
Webb City Sentinel—Halaine Wise.

MONTANA

Lewistown Democrat-News—E. G. Ivins.
Livingston Enterprise—E. M. Mjelde.

NEBRASKA

Lincoln Star—Lulu Mae Coe.
Lincoln Nebraska State Journal—A. Longman.
Omaha Bee-News—J. Rackman.
Omaha World-Herald—Keene Abbott.

NEVADA

Reno Journal—J. G. Newlands.

NEW HAMPSHIRE

Laconia Citizen—Alma Gallagher.

NEW JERSEY

Atlantic City Press-Union—Howard Dimon.
Camden Post-Courier—Ida Hermann.
Morristown Record—Marian L. Griffin.
Newark Call—Robert Ring.
Newark Ledger—Jerome Kurtz.
Newark News—Chas. Haufler.
Newark Star-Eagle—Elizabeth Perkins.
Orange Courier—Mrs. Stevenson.
Patterson News—Harry Schwartz.
Toms River Sun—Eff Gee Bee.
Trenton Times-Advertiser-Gazette—Alex Y. Burslem.

NEW MEXICO

Las Vegas Optic—T. G. Thompson.
Roswell Dispatch—Gilmore N. Nunn.

NEW YORK

Albany News—William H. Haskell.
Albany Knickerbocker Press—William H. Haskell.
Albany Times Union—Mary Warner.
Binghamton Sun—Virginia Hammond.
Brooklyn Citizen—Edgar Price.
Brooklyn Eagle—Martin Dickstein.
Bronx Home News—Chris Graham.
Buffalo Courier-Express—William E. J. Martin.
Buffalo Times—Richard Hanser, Ardis Smith.
Elmira Star-Gazette—M. D. Richardson.
Flushing North Shore Journal—HaynesTrébor.
Ithaca Journal-News—W. J. Waters.
Jamaica Long Island Press—Chester Durgin.
Kingston Leader—Joseph Block.
Mt. Vernon Argus—Margaret Coogan.
New York Corriere d'America—A. Mauro.
New York Enquirer—Ira Hogan.
New York Herald Tribune—Richard Watts, Marguerite Tazelaar.
New York Investment News—William Falvey.
New York Jewish Day—M. I. Glantz.
New York Jewish Forward—H. Ehrenreich.
New York Jewish Journal & News—H. Gutman.
New York Journal of Commerce & Commercial—Julius Cohen.
New York La Prensa—Matienzo.
New York Mirror—Bland Johaneson.
New York News—Irene Thirer, Kate Cameron.
New York Post—Thornton Delahanty.
New York Staats-Zeitung-Herold—Julius Cohen.
New York Sun—John S. Cohen.
New York Telegraph—Al Sherman.
New York Times—Mordaunt Hall.
North Tonawanda News—R. B. Hewitt.
New York World-Telegram—William Boehnel.
New York Wall Street Journal—Stirling Bowen
Rochester Journal—David Kessler.
Rochester Times-Union—Amy Croughton.
Syracuse Herald—Chester B. Bahn.
Troy Observer-Budget—Alice C. Armstrong.
Utica Observer-Dispatch—Mary E. Franz.

NORTH CAROLINA

Burlington Times-News—Mary Lou Holt.
Charlotte Observer—Frederick Smith, Mary B. Parkam.
Fayetteville Observer—George Cromartie.
Goldsboro News-Argus—H. S. Gault.
Hickory Record—Ellen Hough.
Raleigh Times—Wade Lueas.
Wilson Times—Ed. Davis.

OHIO

Akron Journal—Edw. E. Gloss.
Akron Times—H. Evan Williams, Jr.
Canton Repository—Dennis R. Smith.
Chillicothe Gazette—Miss Edna Bier.
Chillicothe News Advertiser—Alvin Zurcher.
Cincinnati Enquirer—Herman Bernfeld.
Cincinnati Post—Frank Aston.
Cincinnati Times-Star—Wm. G. Stiegler.
Cleveland Plain Dealer—Ward Marsh.
Cleveland Press—George Davis.
Columbus Citizen—Wm. Cunningham.
Columbus State-Journal—H. C. Eckart.
Dayton Herald—A. S. Kany.
Dover Reporter—Hal Jenkins.
E. Liverpool Review—Robert S. Elliott.
Fostoria Review—V. Amelian.
Hamilton Journal—Clayton A. Leiter.
Hamilton News—Mrs. Josephine Maxwell.
Lorain Journal—Ralph Neumeyer.
Mt. Vernon News—Fred N. Losey, Josephine Lee.
Newark Advocate—Hazel Kirk.
New Philadelphia Times—Eugene Hurst.
Piqua Call—Lola Hill.
Springfield News-Sun—Wilbur Morris.
Tiffin Advertiser—E. T. Rodgers.
Toledo Blade—V. K. Richards.
Toledo News-Bee—Allen Saunders.
Toledo Times—Mitchel Woodbury.
Xenia Gazette—R. A. Higgins.
Youngstown Telegram—Chas. A. Leedy.
Youngstown Vindicator—Wm. L. Rook.

OKLAHOMA

Bartlesville Enterprise—A. B. Hamlin.
Enid News-Eagle—Evelyn Messer.
Hobart Democrat Chief—D. C. Estes.
Oklahoma City Times—Jack Stinnett.
Seminole News—Vance Trimble.
Shawnee News-Star—Richard Kingsley.
Stillwater Press—George H. Davis

OREGON

Portland Journal—Harold E. Hunt.
Portland News-Telegram—Harry Steinfeld.
Portland Oregonian—Fred M. White.
Roseburg News-Review—Glen C. Radabaugh.

PENNSYLVANIA

Allentown Chronicle & News—Brit Roth.
Columbia News—John Musser.
East Stroudsburg Sun—Edgar M. Lazarus
Franklin News-Herald—M. K. Lusher.
Homestead Messenger—Ruth M. Kline.
Lebanon News-Times—Theodore Gress.
Norristown Register—Delia P. Gibson.
Philadelphia Inquirer—Harry Knapp.
Philadelphia News—J. H. Keen.
Philadelphia Public Ledger—Eric M. Knight.
Philadelphia Record—Elsie Finn.
Philadelphia Star—Henry Starr Richardson.
Pittsburgh Post-Gazette—Harold Cohen.
Pittsburgh Press—Karl B. Krug.
Pittsburgh Sun-Telegraph—Wm. J. Lewis.
Pottsville Journal—James Haas.
Reading Eagle—Theodore R. Hughes.
Reading Times—Earl Homan.
Scranton Republican—Martin Hayes.
Scranton Scrantonian—Mathew G. Barry.
Scranton Sun—Mary Frances Duffy.
Sharon Telegraph—Francis M. Hanson.
Wilkes-Barre Times-Leader—Mrs. Ernest Smith.
York Gazette & Daily—C. E. McIlhenny.

RHODE ISLAND

Pawtucket Times—Francis Dwyer.
Providence News-Tribune—Alfred Marcello.
W. Warwick—Wilton P. Hudson.
Woonsocket Call—Elinor V. Arnold.

(Continued on page 222)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 219)

THEATRICAL CRITICS

ALABAMA

Birmingham News & Age-Herald—P. B. Marzoni.
Montgomery Advertiser—Geo. Davis.
Selma Times Journal—Mrs. Clara Callaway Seay.

ARIZONA

Miami Arizona Silver Belt—May Walker.
Yuma Sun—Newton Brunson.

ARKANSAS

Fayetteville Democrat—Maude Gold.
Fort Smith Southwest American & Times Record—Zela Tucker.

CALIFORNIA

Alameda Times-Star—William W. Howell.
Chico Enterprise—R. G. Steele.
Eureka Humboldt Standard—Lillian Ross.
Glendale News-Press—Helen Steele.
Huntington Park Signal—Pauline Swanson.
Long Beach Press-Telegram—Verne Wickham.
Long Beach Sun—Jeanne O. Potter.
Los Angeles Illustrated News—Eleanor Barnes.
Los Angeles Record—Llewellyn Miller.
Los Angeles Times—Edwin S. Schallert.
Oakland Post-Enquirer—Howard Waldorf.
Palo Alto Times—Elinor V. Cogswell, Harold R. Stevens, Dallas E. Wood.
Red Bluff News & Times-Sentinel—John G. Miller.
Redding Searchlight—H. G. Moody.
Redlands Facts—H. A. Hargraves.
Pasadena Post—Frederick Graham Runyon.
Pasadena Star-News—Mrs. J. H. Baskin.
Sacramento Bee—Roy V. Bailey.
Sacramento Union—I. H. Sefton.
San Diego Sun—Willimine Stockwell.
San Francisco Call-Bulletin—Fred P. Johnson.
San Francisco Chronicle—George C. Warren.
San Francisco Examiner—Lloyd Thompson.
San Francisco News—Claude La Belle.
San Jose Mercury Herald—Josephine E. Hughston.
San Jose News—Stanley Waldorf.
San Mateo Times & News Leader—Mildred Okker.
Santa Ana Register—A. B. Berry.
Santa Maria Times—H. R. Reynolds.
Stockton Record—Elsie Flower.
Tulare Times—Race Kent.

COLORADO

Delta Independent—Elizabeth McCarthy.
Denver Post—F. J. Monahan.
Denver Rocky Mountain News—Loudon Kelly.
Greeley Tribune-Republican—F. E. Merrill.

CONNECTICUT

Bridgeport Times-Star—Ed Maum.
Hartford Curant—Walter Brown.
Hartford Times—Robert P. Butler.
Meriden Record—Julia Lansing Hull.
New Britain Record—Charles W. Smedley.
New Haven Journal-Courier—Charles W. Ives, Harold Bone.
New Haven Register—S. J. Carroll.
New Haven Times—Anne Whelan.
So. Norwalk Sentinel—Humphrey Douleus.
Torrington Register—James W. Peterson.
Waterbury Democrat—Margaret Maloney.

DISTRICT OF COLUMBIA

Washington News—Eleanore Wilson.
Washington Post—Nelson B. Bell.
Washington Star—Wm. H. Landvoigt, Edw. deS. Melcher.

FLORIDA

Daytona Beach News-Journa—Liliane R. Davidson.
Fort Myers News-Press—Gladys Hanton.
Gainesville Sun—Harry Brown.
Jacksonville Florida Times-Union—George Hoyt Smith.
Key West Citizen—Ed Gray.
Miami Herald—Miss Jefferson Bell.
St. Petersburg Independent—A. R. Dunlap.
Tampa Times—J. R. Mickler.

GEORGIA

Atlanta Journal—Frank Daniel.
Augusta Chronicle—Ella A. Baxter.
Macon News—Paul Conaway.
Savannah News—R. M. Charlton.
Savannah Press—W. G. Sutlive.

IDAHO

Boise Idaho Statesman—A. F. Riddle.
Coeur d'Alene Press—Francis Cope.
Pocatello Idaho State Journal—E. T. Spencer.

ILLINOIS

Aurora Beacon-News—R. W. Richards.
Bloomington Pantagraph—Catherine Hoobler.
Cairo Citizen—Henry L. Arbogast.
Carlinville Enquirer—Lucille F. Hall.
Champaign-Urbana News-Gazette — Frances Myers.
Chicago American—Frederick W. McQuigg, Fritz Blocki.
Chicago Journal of Commerce—Claudia Cassidy.
Chicago News—Lloyd Lewis.
Chicago Times—Gail Borden.
Danville Commercial-News—Wm. Hackman.
Kewanee Star-Courier—Evelyn Conkling.
Macomb Journal—Mrs. Elizabeth Chidester.
Maywood Tri City Press—Jack Peller.
Moline Dispatch—Dorothy VonWonterghem.
Paris Beacon-News—E. H. Jenison.
Peoria Journal-Transcript—Marilee Barger.
Peoria Star—Chas. B. Smith.
Quincy Herald-Whig—John M. Schoeneman.
Rock Island Argus—O. F. Claybaugh.
Springfield Illinois State Journal—A. L. Bowen.
Waukegan News-Sun—Lorraine Sherer.

INDIANA

Anderson Herald—Timothy Jewett.
Connersville News-Examiner—Ethylin Lydy.
Elkhart Truth—Dan Albrecht.
Fort Wayne Journal-Gazette—Frank Roberts.
Frankfort Times—B. C. Blankenship.
Indianapolis News—Walter Whitworth.
Indianapolis Times—Walter D. Hickman.
Indianapolis Star—R. G. Tucker.
LaPorte Herald-Argus—Forbes Julian.
New Castle Courier-Times—Edith Roll.
South Bend News-Times—Hope Halpin.
Terre Haute Tribune—Marcee Cox.
Terre Haute Star—Mable McKee.

IOWA

Burlington Gazette—Thomas Green.
Cedar Rapids Gazette-Republican — Adeline Taylor.
Council Bluffs Nonpareil—R. L. Capell.
Davenport Democrat & Leader—Paul Conway.
Davenport Times—R. J. Ballard.
Des Moines Register & Tribune—Walter Graham.
Keokuk Gate City—Walter Burton.
Ottumwa Courier—Al Efner.

KANSAS

Emporia Gazette—Clarice Hausam.
Great Bend Tribune—C. R. Townsley.
Lawrence Journal-World—R. A. deWatteville.
Leavenworth Times—Bessie N. Martin.
Manhattan Chronicle & Mercury—H. Miles Heberer.
Ottawa Herald—Marion Leigh.
Topeka Capital—E. D. Keilman.
Topeka State Journal—Ted Wear.
Wichita Beacon—R. J. Kelly.

KENTUCKY

Hopkinsville New Era—Frances Fairleigh.
Lexington Herald—Enoch Grehan.
Louisville Courier-Journal—Boyd Martin.
Louisville Herald Post—Mary E. Theobald.
Paducah Sun-Democrat—Dick Meacham.

LOUISIANA

Alexandria Town Talk—Hunter Jarreau.
New Orleans Item-Tribune—Mel Washburn.
New Orleans States—J. Adolph Meise.
Shreveport Journal—D. G. Frantz.

MAINE

Portland Express, Press Herald & Telegram—Edith W. Haines, Kenneth W. Berry.
Portland News—Harold L. Cail.

MARYLAND

Baltimore News & American—R. E. Steuart.
Baltimore Sun—Donald H. Kirkley.

MASSACHUSETTS

Boston Christian Science Monitor—Ernest C. Sherburne.
Boston Post—Edward H. Crosby.
Boston Record—Edward Harkins.
Boston Transcript—H. T. Parker.
Gardner News—Thomas F. Flynn.
Lawrence Eagle-Tribune—T. Frank O'Hearn.
Lowell Courier-Citizen & Leader—Sidney R. Fleet.
Lynn Item—Harold D. Valpey.
Medford Mercury—Mildred F. Jordan.
Milford News—Harry Brody.
New Bedford Standard—Virginia Turner.
Quincy Patriot Ledger—John Hadley.
Springfield Republican—Louise M. Mace.
Wakefield Item—Eva G. Ripley.
Worcester Post—James Shea.
Worcester Telegram & Gazette—Francis P. Murphy, George Foxhall.

MICHIGAN

Ann Arbor News—Allison Ind.
Battle Creek Moon-Journal—G. B. Dolliver.
Cheboygan Tribune—Gordon Turner.
Detroit Free Press—Len G. Shaw.
Detroit News—Russell McLauchlin.
Detroit Mirror—Frank Smith.
Flint Journal—Ralph H. Byers.
Grand Rapids Herald—W. B. McClaran.
Kalamazoo Gazette—Harrison Merrill.
Lansing Capital News—L. Horton.
Lansing State Journal—Hayden Palmer.
Monroe News—Harold Funk.
Saginaw News—Joseph W. Brady.
Wyandotte Record—George M. Adams.

MINNESOTA

Albert Lea Tribune—Burt May.
Duluth Herald—James T. Watts.
Fairmount Sentinel—M. E. Ringeisen.

MISSOURI

Columbia Tribune—L. H. Edwards.
Joplin Globe & News Herald—Robert Hutchison.
Kansas City Journal-Post—Lowell Lawrance.
Kansas City Star—J. Landon Laird.
Minneapolis Star—John Sherman.
St. Cloud Times-Journal—Mrs. Maude C. Schilplin.
St. Joseph News-Press & Gazette—A. V. Burrowes.
St. Louis Globe-Democrat—Herbert Monk.
St. Louis Times—Oscar Condon.
St. Paul News—Gerald Smith.
Springfield News & Leader—Dickson Terry.
Springfield Press—Fern Nance.
Willmar Tribune—A. E. Wahlstrand.

MONTANA

Lewistown Democrat-News—E. G. Ivins.
Livingston Enterprise—E. M. Mjelde.

NEBRASKA

Lincoln Star—Lulu Mae Coe.
Lincoln Nebraska State Journal—F. S. Drath.
Omaha World-Herald—Keene Abbott.

NEVADA

Reno Journal—J. G. Newlands.

NEW JERSEY

Atlantic City Press-Union—Geo. W. Weintraub.
Camden Post Courier—James M. O'Neill.
Hoboken Jersey Observer—E. Yuettes.
Newark Call—Edward Sothern Hipp.
Newark News—Walter Flanigan.
Newark Star-Eagle—Elizabeth Perkins.
Patterson News—James Cahill.
Toms River Sun—Tom S. River.
Trenton Times-Advertiser-Gazette—Alex Y. Burslem.

NEW MEXICO

Las Vegas Optic—T. G. Thompson.
Roswell Dispatch—Gilmore N. Dunn.

NEW YORK

Albany Knickerbocker Press—William H. Has-
Albany News—William H. Haskell.
kell.
Binghamton Sun—Virginia Hammond.
Brooklyn Citizen—Alvin J. Kayton.
Brooklyn Eagle—Arthur Pollock.
Buffalo Couries-Express—William E. J. Martin.
Buffalo News—Rollin Palmer.
Buffalo Times—Ardis Smith.
Elmira Star-Gazette—M. D. Richardson.
Flushing North Shore Journal—Haynes Trebor.
Freeport Review—Olive R. Hurlburt.
Jamaica Long Island Press—Chester Durgin.
Kingston Leader—Joseph Block.
Long Island City Star—Joseph Greenidge.
Mt. Vernon Argus—Margaret Coogan.
N. Y. Bronx Home News—P. W. Tell.
New York Corriere d'America—A. Mauro.
New York Enquirer—Marcus Griffin.
New York Herald Tribune—Percy Hammond, Arthur Ruhl, Howard Barnes.
New York Investment News—G. L. Edmunds.
New York Jewish Day—M. B. Linder.
New York Jewish Forward—Mr. Cahan, and H. Ehrenreich.
New York Jewish Journal & News—Dr. A. Kappel, H. Gutman, E. Auerbach.
New York Journal of Commerce—Julius Cohen.
New York La Prensa—Julio Garzon.
New York Mirror—Robert Coleman.
New York News—Burns Mantle, John Chapman.
New York North Side News—Margaret Foldes.
New York Post—John Mason Brown.
New York Staats Zeitung-Herold—Rudolph Amort.
New York Sun—Stephen Rathbun, Richard Lockridge, Ward Morehouse.
New York Telegraph—Whitney Bolton.
New York Times—J. Brooks Atkinson.
New York Wall Street Journal—Stirling Bowen.
New York World-Telegram—Robert Garland.
North Tonawanda News—R. B. Hewitt.
Oswego Palladium-Times—C. T. Leighton.
Peekskill Star—E. Joe Albertson.
Poughkeepsie Star—Arthur F. Wollenhaupt.
Rochester Journal—David Kessler.
Rochester Times-Union—A. J. Warner.
Salamanca Republican-Press—John L. F. King.
Syracuse Herald—Chester B. Bahn.
Troy Observer-Budget—Alice C. Armstrong.
Utica Observer-Dispatch—Mary E. Franz.
Utica Press—Charles Harper.

NORTH CAROLINA

Burlington Times News—Mary Lou Holt.
Charlotte Observer—Frederick Smith.
Fayetteville Observer—Hester Lilly Currie.
High Point Enterprise—Holt McPherson.
Raleigh Times—S. F. Iden.
Wilson Times—J. D. Gold.

OHIO

Akron Journal—Edw. E. Gloss.
Akron Times-Press—H. Evan Williams, Jr.
Chillicothe Gazette—E. S. Wenis.
Cincinnati Enquirer—Geo. Leighton.
Cincinnati Post—Frank Aston.
Cincinnati Times-Star—Wm. G. Steighler.
Cleveland Plain Dealer—Wm. F. McDermott.
Cleveland Press—Sidney Andon.
Columbus Citizen—Wm. Cunningham.
Columbus Journal—H. C. Eckart.
Dayton Herald—A. S. Kany.
Dayton News—James Muir.
Hamilton Journal—Clayton A. Leiter.
Lorain Journal—Ralph Neumeyer.
Mt. Vernon News—Fred N. Losey.
Newark Advocate—Hazel Kirk.
New Philadelphia Times—Eugene Hurst.
Ravenna Record—A. Sicuro.
Sandusky Register—David Wade.
Sandusky Journal—Paul Motry.
Springfield News-Sun—Wilbur Morris.
Tiffin Advertiser—E. T. Rodgers.
Toledo Blade—V. K. Richards.
Toledo News-Bee—Allen Saunders.
Toledo Times—Mitchell Woodbury.
Xenia Gazette—R. A. Higgins.
Youngstown Telegram—Chas. A. Leedy.
Youngstown Vindicator—Wm. L. Rook.

OKLAHOMA

Bartlesville Enterprise—A. B. Hamlin.
Enid News-Eagle—Evelyn Messer.
Oklahoma City News—Noel Houston.
Oklahoma City Times—Jack Stinnett.
Shawnee News-Star—Harold Humphry.
Stillwater Press—Geo. H. Davis.

OREGON

Eugene Register-Guard—Roy Croft.
Portland Journal—Harold E. Hunt.
Portland News-Telegram—Harry Steinfeld.
Portland Oregonian—Fred White.
Roseburg News-Review—Glen C. Radabaugh.

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PENNSYLVANIA

Allentown Chronicle & News—Brit Roth.
Bradford Era—C. G. Milligan.
Columbia News—John Musser.
East Stroudsburg Sun—Edgar M. Lazarus.
Hanover Sun—H. B. Hostetter.
Johnstown Democrat—F. C. Jordan.
Lebanon News-Times—Edwin Garner.
Norristown Register—Delia P. Gibson.
Philadelphia Inquirer—Harry L. Knapp.
Philadelphia News—J. H. Keen.
Philadelphia Record—C. Kenneth McCaleb.
Philadelphia Public Ledger—Arthur B. Waters, H. T. Murdock.
Philadelphia Star—Henry Starr Richardson.
Pittsburgh Post-Gazette—Harvey Gaul.
Pittsburgh Press—Karl B. Krug.
Pittsburgh Sun Telegraph—Geo. Seibel.
Pottsville Journal—James Haas.
Reading Eagle—Theodore R. Hughes.
Reading Times—R. Symontowne.
Scranton Republican—Martin Hayes.
Scranton Scrantonian—Mathew G. Barry.
Scranton Sun—Mary Frances Duffy.
Brownsville Telegraph—Ralph M. Denney.
Wilkes-Barre Independent—John Heffernan.
Wilkes-Barre Times-Leader—W. E. Woodruff.
York Gazette & Daily—C. E. McIlhenny.

RHODE ISLAND

Newport News—F. M. Hammett, E. E. Jemail.
Pawtucket-Times—Francis Dwyer.
Providence News-Tribune—Alfred Marcello.
West Warwick Times—Wilton P. Hudson.
Woonsocket Call—Elinor V. Arnold.

SOUTH CAROLINA

Columbia State—S. L. Latimer, Jr.

SOUTH DAKOTA

Aberdeen News-American—Ellsworth Karrigan, Mildred Anderson.
Sioux Falls Arugus-Leader—Roger S. Brown.
Watertown Public Opinion—Harold G. Lee.

TENNESSEE

Chattanooga News—H. B. Massey.
Chattanooga Times—Sidney Shallet.
Johnson City News—Carroll E. King.
Knoxville Journal—Malcolm Miller.
Knoxville News-Sentirel—Jack Bryan.
Memphis Appeal—J. H. Lockhart.
Memphis Press-Scimitar—James R. Lee.
Nashville Banner—Brainard Cheney.

TEXAS

Amarillo Globe News—Miss Lucille Spoutz.
Breckenridge American—Kathleen Haynes.
Commerce Journal—Waddy Stark.
Dallas Herald—Douglas Hawley.
Dallas News—John Rosenfield, Jr.
El Paso Herald Post—H. A. Michael.
El Paso Times—W. B. McCollom.
Fort Worth Press—Jack Gordon.
Fort Worth Star-Telegram—R. L. Randol.
Hillsboro Mirror—E. O. Hughes.
Houston Press—Mrs. Grace Calvin.
Marlin Democrat—Raymond Bomett.
Palestine Herald—Franklin Bradford.
Pampa News—Archer Fullingim.
Paris Dinner Horn—Catherine T. Snyder.
Paris News—Miss Maude Neville.
San Angelo Standard Times—Minor Shutt.
San Antonio La Prensa—M. de Uranga.
San Antonio Light—Sam Woolford.
Sherman Democrat—Catherine Wharton.
Taylor Press—Mrs. J. B. Lancaster.
Tyler Times-Telegraph—Frank Adams.
Waco News-Tribune-Times-Herald—H. M. Fentress.
Yoakum Herald—Fanny Mae Rush.

UTAH

Ogden Standard-Examiner—D. J. Greenwell.
Salt Lake Deseret News—J. R. Kennard.
Salt Lake Telegram—E. L. Bourne.
Salt Lake Tribune—Eva E. Hollis.

VERMONT

Bennington Banner—L. W. Morrison.
Brattleboro Reformer—Miss Julia Park.

VIRGINIA

Danville Register-Bee—Gerard Tetley.
Harrisburg Telegraph—Paul Walker.
Newport News, Times Herald—G. E. Travis.
Newport News Press—F. J. Naff.
Norfolk Virginian-Pilot—J. A. Leslie.
Portsmouth Star—W. B. Lohman.
Suffolk News-Herald—Marion Saunders.
Winchester Star—C. B. Carr.

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(Continued from page 221)

Motion Picture Critics

SOUTH CAROLINA

Anderson Independent-Tribune—Lon Sullivan, Dick Meeks.
Columbia State—Stanhope Sams.

SOUTH DAKOTA

Aberdeen News-American—Durward Westervelt.
Sioux Falls Argus-Leader—Roger S. Brown.
Watertown Public Opinion—Harold G. Lee.
Yankton Press—Russell Holmes.

TENNESSEE

Athens Post-Athenian—Fred E. Wankan.
Chattanooga News—H. B. Massey.
Johnson City News—Carroll E. King.
Knoxville Journal—Albert Armitage.
Knoxville News-Sentinel—Edward B. Smith.
Memphis Press-Scimitar—James R. Lee.
Nashville Banner—J. W. West, Jr.

TEXAS

Amarillo Globe News—Miss Lucille Spoutz.
Breckenridge American—Kathleen Haynes.
Dallas Herald—Douglas Hawley.
Dallas News—John Rosenfield, Jr.
Denton Record Chronicle—Miss Ann Cope.
El Paso Herald Post—H. A. Michael.
El Paso Times—W. B. McCollom.
Fort Worth Press—Jack Gordon.
Hillsboro Mirror—E. O. Hughes.
Houston Chronicle—Lecta Rider.
Houston Press—Mrs. Grace Calvin.
Palestine Herald—Franklin Bradford.
Paris News—Miss Maude Neville.
San Antonio Light—Sam Woolford.
Sherman Democrat—Ted Bomar.
Taylor Press—Mrs. J. B. Lancaster.
Temple Telegram—Ted W. Mayborn.
Terrell Tribune—H. Galbraith.
Tyler Telegraph—Frank Adams.

UTAH

Ogden Standard-Examiner—Glen Perrins.
Salt Lake Telegram—E. L. Bourne.
Salt Lake Tribune—Eva E. Hollis.

VERMONT

Brattleboro Reformer—Miss Julia Park.

VIRGINIA

Harrisburg Telegraph—Paul Walker.
Norfolk Virg.-Pilot—G. W. Lankford.
Portsmouth Star—Will Haynes.
Suffolk News-Herald—Marion Saunders.
Winchester Star—C. B. Carr.

WASHINGTON

Aberdeen World—W. L. Morris.
Bellingham Herald—Hal Reeves.
Bellingham News—D. M. Suger.
Seattle Post Intelligencer—Everhardt Armstrong.
Seattle Star—Harry Mills.
Spokane Press—John Condit.
Spokane Spokesman-Review—Margaret Bean.
Tacoma Times—Julius Gius.

WEST VIRGINIA

Charleston Gazette—L. Mosby.
Fairmont W. Virginian—Sutton Sharp.
Hinton News—Eleanor Wilson.
Huntington Herald-Dispatch—Geneva Kent.

WISCONSIN

Fond du Lac Reporter—K. McGivern.
Green Bay Press-Gazette—Miss Ann McKeough.
Janesville Gazette—Peg O'Brien.
Kenosha News—Olive Brossow.
Madison Journal—Robert N. Cool.
Madison Times—Ethel Max.
Manitowoc Herald-News—Geo. MacFarlane.
Merrill Herald—Carla Foster.
Milwaukee Journal—Marcia Fisher.
Racine Call—A. J. Schmidtbauer.
Racine Journal News—Dorothy Lawton.
Stoughton Courier-Hub—Alvin H. Olson.
Wausau Record-Herald—John Loomis.
Wisconsin Rapids Tribune—Janet Fontaine.

WYOMING

Casper Tribune Herald—Gene Carson.
Laramie Republican-Boomerang—F. S. Burrage, Jean Moore Barratt, E. Linford.

HAWAII

Honolulu Advertiser—Walter J. Adams.
Honolulu Hochi—Fujikawa.
Honolulu Star Bulletin—Henry E. Dougherty.

CANADA

ALBERTA

Calgary Albertan—W. Campbell.
Calgary Herald—H. S. Surplis.

BRITISH COLUMBIA

Vancouver Star—G. A. Sivertz.
Vancouver Sun—Frank Hopwood.

MANITOBA

Winnipeg Press—H. E. Spencer.
Winnipeg Tribune—A. E. McGinley.

NOVA SCOTIA

Glace Bay Gazette—Mona Bates.
Halifax Herald-Mail—James Power, E. G. L. Wetmore.
Sydney Post—N. M. Browne.

ONTARIO

Hamilton Herald—N. C. Clarke.
Kingston Whig-Standard—C. A. Devlin.
Ottawa Citizen—E. W. Harrold.
Peterboro Examiner—Miss C. McCarthy.
St. Catharines Standard—F. H. Whitelock.
Toronto Star—A. Bridle, Roly Young.
Toronto Telegram—Ted Reeves.

QUEBEC

Montreal Herald—H. Newman.
Montreal La Patrie—Lucien Parizeau.
Montreal La Presse—Roger Champoux.
Montreal Standard—R. Cusack.
Montreal Star—S. Morgan Powell.
Quebec L'Evenement—P. Lavigueur.

SASKATCHEWAN

Regina Leader-Post—Arthur Stevens.
Regina Star—A. M. Thomas.
Saskatoon Star-Phoenix—H. R. Worden.

MUSIC CRITICS

ALABAMA

Birmingham News & Age-Herald—J. F. Rothermel.
Mobile Press—Ruth Huger.
Selma Times Journal—Mrs. Clara Callaway Seay.

ARKANSAS

Fort Smith Southwest American, Times Record—Zela Tucker.
Little Rock Arkansas Gazette—Ruth Tucker.

CALIFORNIA

Alameda Times-Star—Ben J. Brinkley.
Berkeley Gazett—Miss Betty Turner.
El Centro Imperial Valley Press—Mrs. Earle Davis.
Eureka Humboldt Standard—Lillian Ross.
Fresno Republican—Mitchell P. Briggs.
Huntington Park Signal—Pauline Swanson.
Long Beach Sun—Mrs. E. G. Aldrich.
Long Beach Press-Telegram—Alice Maynard Greggs.
Los Angeles Illustrated News—C. H. Garrigues.
Los Angeles Times—Isabel Morse Jones.
Oakland Post-Enquirer—Paul S. Nathan.
Palo Alto Times—Harold R. Stevens, Elinor V. Cogswell.
Pasadena Star-News—Mrs. J. H. Baskin.
Redlands Facts—Virginia Smith.
Sacramento Bee—Mila Landis.
Sacramento Union—Marguerite Douglas.
San Diego Sun—Constance Herreshoff.
San Francisco Call-Bulletin—Marie Hicks Davidson.
San Francisco Chronicle—Alexander Fried.
San Francisco News—Marjory Fisher.
San Jose Mercury Herald—Josephine E. Hughston.
San Jose News—Nettie S. Hill.
San Mateo Times & News Leader—Eula Howard Nunan.
Santa Barbara News—Paul Whitney.
Santa Maria Times—Lily Sherwood.
Santa Monica Outlook—Dorothy Warren.
Stockton Record—Idamae Johnson.

COLORADO

Canon City Record—Janet Sterling.
Colorado Springs Gazette & Telegraph—Elizabeth G. Hamlin.
Denver Post—John C. Wilcox.
Denver Rocky Mountain News—John Kendal.
La Junta Democrat—Miss Louise Rice.

CONNECTICUT

Hartford Courant—Walter Brown.
Hartford Times—Ralph M. Rowry.
Meriden Record—Julia Lansing Hull.
New Britain Record—Chas. W. Smedley.
New Haven Journal-Courier—Miles Kastendieck, Thomas W. Prentice, Florence Johnson.
New Haven Register—Arthur Troostwyck.
New Haven Times—Anne Whelan.
South Norwalk Sentinel—Humphrey Doulens.
Waterbury Democrat—Margaret Maloney.

DISTRICT OF COLUMBIA

Washington Post—Elisabeth E. Poe.
Washington News—Ruth Howell.
Washington Star—Edward Melcher.

FLORIDA

Daytona Beach News-Journal—Liliane R. Davidson.
Gainesville Sun—Sophie Burkhim.
Jacksonville Florida Times-Union—George Hoyt Smith.
Tampa Times—Mrs. Mary Raymond.

GEORGIA

Atlanta Journal—Mrs. Mabelle S. Wall.
Augusta Chronicle—Earl T. DeLoach.
Macon Telegraph—Geo. D. W. Burt.
Savannah News—Jane Judge.

IDAHO

Boise Idaho Statesman—H. H. Miller.
Pocatello Idaho State Journal—Ruby C. Suverkrup.

ILLINOIS

Aurora Beacon-News—Mae Barclay.
Bloomington Pantagraph—Catherine Hoobler.
Carlinville Enquirer—Leonard Mant.
Champaign News-Gazette—Frances Myers.
Chicago Journal of Commerce—Claudia Cassidy.
Chicago Times—Magda West.
Chicago News—Eugene Stinson.
Chicago American—Herman DeVries.
Danville Commercial-News—Wm. Hackman.
Paris Beacon-News—Katheryn Jump.
Peoria Journal-Transcript—William E. Donovan.
Peoria Star—Martha Price.
Quincy Herald-Whig—Elizabeth Wilson.
Waukegan News-Sun—Gladys Forsley.

INDIANA

Connersville News-Examiner—Ethylin Lydy.
Fort Wayne Journal-Gazette—Charles Howard Marsh.
Huntington Herald-Press—Liliosa Eisenhauer.
Indianapolis News—Walter Whitworth.
Indianapolis Times—Walter D. Hickman.
Indianapolis Star—Corbin Patrick.
LaPorte Herald-Argus—Forbes Julian.
New Castle Courier-Times—Edith Roll.
Princeton Clarion-News—Fred R. Ewing.
Richmond Palladium & Item—Eloise Cloud, Esther G. White.
South Bend News-Times—Jay Walz.
Terre Haute Star—Mable McKee.

IOWA

Burlington Gazette—Martin Bruhl.
Cedar Rapids Gazette-Republican—Prof. Max Dachler.
Council Bluffs Nonpareil—Mrs. Robert Mullis.
Creston News Advertiser—Chas. A. Hayden.
Davenport Democrat & Leader—Don Allen.
Des Moines Register & Tribune—Clifford Blum.
Keokuk Gate City—Laura Alton.
Mason City Globe-Gazette—Don Wieder.
Ottumwa Courier—Al Efner.
Sioux City Tribune—Opal Bullard.

KANSAS

Emporia Gazette—Clarice Hausam.
Great Bend Tribune—C. R. Townsley.
Lawrence Journal-World—Mrs. Dolph Simons.
Leavenworth Times—Dr. H. J. Stacey.
Topeka State Journal—Daniel Mueller.
Wichita Beacon—Veta McMahan.

KENTUCKY

Henderson Gleaner & Journal—Dorothy Harris.
Louisville Courier-Journal—Mrs. Fanny E. Crawford.
Owensboro Messenger-Inquirer—Virginia Duncan.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau.
New Orleans Item-Tribune—Charles Dufour.
New Orleans States—Walter Valois.
Shreveport Journal—A. J. Frantz.

MAINE

Portland News—Harold L. Cail.

MARYLAND

Baltimore News & American—Mrs. H. A. Penniman.
Baltimore Sun—Mrs. Helen S. Taylor.

MASSACHUSETTS

Boston Christian Science Monitor—Leslie A. Sloper.
Boston Post—Warren Storey Smith.
Boston Record—Edward Harkins.
Boston Transcript—H. T. Parker.
Fall River Herald News—Rene G. DeTonnancour.
Framingham News—Mrs. Elizabeth Dudley.
Gardner News—Thomas F. Flynn.
Lawrence Eagle-Tribune—Ambrose L. McLaughlin.
Lowell Courier-Citizen & Leader—Sidney R. Fleet.
Quincy Patriot Ledger—John Hadley.
Quincy News—Mrs. Ruth B. Saville.
Springfield Republican—F. E. Regal.
Wakefield Item—Eva G. Ripley.
Worcester Post—Gwen Thomas.
Worcester Telegram & Gazette—William Place, Jr.

MICHIGAN

Ann Harbor News—Carl E. Gehring.
Battle Creek Moon-Journal—G. B. Dolliver.
Cadillac News—Miss Frances Harland.
Detroit News—Russell McLauchlin.
Detroit Free Press—Herman Wise.
Detroit Saturday Night—Mrs. M. Furney.
Flint Journal—Willis W. Thorne.
Grand Rapids Herald—Marguerite Kerns.
Kalamazoo Gazette—H. Foster Lewis.
Lansing State Journal—Theresa Shier.
Muskegon Chronicle—Mrs. M. E. K. Gunn.
Saginaw News—Joseph W. Brady.

MINNESOTA

Duluth Herald—Clara Stocker.
Fairmont Sentinel—H. J. Earle.
Minneapolis Star—John Sherman.
Minneapolis Tribune—James Davies.
St. Paul News—Sidney Gadow.
Millmar Tribune—O. B. Augustson.

MISSOURI

Columbia Tribune—Joe Pongonis.
Independence Examiner—John B. McDonald.
Joplin Globe & News Herald—Mrs. Elizabeth Molloy.
Kansas City Journal-Post—Luigi Vaiani.
Kansas City Star—Minna K. Powell.
Springfield News & Leader—Lucille Morris.
St. Joseph News-Press & Gazette—Ada Lyon, Deedie May Austin.
St. Louis Globe-Democrat—Hume Duval.
St. Louis Times—Oscar Condon.
Sedalia Democrat & Capital—Louise Donnelly.
Springfield Press—Fern Nance.

MONTANA

Lewistown Democrat-News—E. G. Ivins.
Livingston Enterprise—E. M. Mjelde.

NEBRASKA

Lincoln Star—Nell Greer.
Lincoln Nebraska State Journal—Mrs. A. Longman.
Omaha Bee News—Martin Bush.
Omaha World-Herald—A. M. Borglum.

NEVADA

Reno Journal—Lyman Clark.

NEW JERSEY

Atlantic City Press-Union—Geo. W. Weintraub.
Camden Post-Courier—Henry C. Beck.
Newark Call—Harold Michaelson.
Newark Ledger—Jerome Kurtz.
Newark News—Walter Flanigan.
Newark Star-Eagle—Elizabeth Perkins.
Passaic Herald—Ellen Weber Moser.
Trenton Times-Advertiser-Gazette—Elma Lawson Johnston, Alex Y. Burslem.
Union City Hudson Dispatch—Walton Williams.

NEW MEXICO

Roswell Dispatch—Gilmore N. Nunn.

NEW YORK

Albany News—William H. Haskell.
Albany Knickerbocker Press—William H. Haskell.
Binghamton Sun—Virginia Hammond.
Brooklyn Citizen—Samuel S. Modell.
Brooklyn Eagle—Edward T. Cushing.
Buffalo Courier-Express—Mary B. Swan.
Buffalo News—Dr. Edward Durney.
Buffalo Times—Mary M. Howard.
Elmira Star-Gazette—Carolyn Ruth Doran.
Ithaca Journal-News—C. R. Rosenberry.
Jamaica Long Island Press—Chester Durgin.
Mt. Vernon Argus—Margaret Coogan.
N. Y. Corriere d'America—A. Mauro.
New York Herald Tribune—Lawrence Gilman, F. D. Perkins, J. D. Bohm.
New York Jewish Day—Wm. Edlin.
New York Jewish Forward—Joseph Katz.
New York Jewish Journal & News—Bernard Shelvin.
New York Journal of Commerce & Commercial—Julius Cohen.
New Yory La Prensa—J. M. Torres Perona.
New York Mirror—Gustav Davidson.
New York Nowy Swiat—W. Borzecki.
New York Post—Oscar Thompson.
New York Telegraph—Walter D. Shackleton.
New York Staats-Zeitung—Joachim Meyer.
New York Sun—W. J. Henderson.
New York Times—Olin Downes.
New York World-Telegram—Pitts Sanborn.
North Tonawanda News—R. B. Hewitt.
Poughkeepsie Star—Arthur F. Wollenhaupt.
Rochester Journal—David Kessler.
Rochester Times-Union—A. J. Warner.
Schenectady Union-Star—Mrs. Maude Welin.
Syracuse Herald—Mrs. E. H. VanWormer.
Utica Press—V. S. Jones, E. R. Coe.
White Plains Reporter—Ella Lowe.

NORTH CAROLINA

Burlington Times-News—Mrs. Harold Eaton.
Charlotte Observer—Frederick Smith.
Raleigh Times—S. F. Iden.
Wilson Times—Miss Sue Jordan.

OHIO

Akron Journal—Ethel B. Myers.
Akron Times-Press—H. Evan Williams, Jr.
Chillicothe Gazette—Mrs. Nellie Chapman.
Cincinnati Enquirer—Geo. Leighton.
Cincinnati Post—Lillian Plogstedt.
Cincinnati Times-Star—Nina Pugh Smith.
Cleveland Plain Dealer—James H. Rogers.
Cleveland Press—Denoe Leedy.
Columbus Journal—Karl Pauly.
Columbus Citizen—Ralph McCombs.
Dayton Herald—Merab Eberle.
Fostoria Review—Carolyn Bertholet.
Hamilton Journal—Clayton A. Leiter.
Lorain Journal—Ralph Neumeyer.
Mt. Vernon News—Josephine Lee.
Newark Advocate—Hazel Kirk.
New Philadelphia Times—Mrs. Dale Empfield.
Sandusky Register—Clayton Irwin.
Sandusky Journal—Marion Ueberle.
Springfield News-Sun—Anna Marie Tennant.
Toledo Blade—V. K. Richards.
Toledo News-Bee—Allen Saunders.
Toledo Times—Ruth Elgutter.
Youngstown Vindicator—L. R. Boals.

OKLAHOMA

Enid News-Eagle—Evelyn Messer.
Oklahoma City Times—C. B. Macklin.
Stillwater Press—D. T. Martin.
Tulsa Tribune—Maxine Barrus.

OREGON

Pendleton E. Oregonian—Mrs. Elsie Dickson.
Portland Journal—J. L. Wallin.
Portland News-Telegram—Dr. Emil Enna.
Portland Oregonian—Joseph MacQueen.

PENNSYLVANIA

Allentown Chronicle & News—Brit Roth.
Bradford Era—Mary Yvo Flanigan.
Chester Times—Mrs Edna Coates Colafemina.
East Stroudsburg Sun—James H. Eagle.
Hanover Sun—H. B. Hostetter.
Johnstown Democrat—T. Griffith.
Norristown Register—Delia P. Gibson.
Philadelphia Inquirer—Linton P. Martin.
Philadelphia News—J. H. Keen.
Philadelphia Record—Henry C. Beck.
Philadelphia Public Ledger—Samuel L. Laciar.
Philadelphia Star—Henry Starr Richardson.
Pittsburgh Post-Gazette—Harvey Gaul.
Pittsburgh—Ralph Lewando.
Pittsburgh Sun Telegraph—J. Fred Lissfelt.
Reading Times—Mrs. E. M. Schoffstall.
Scranton Scrantonian—Mathew G. Barry.
Scranton Sun—Ellen Fulton.
Scranton Republican—Dr. D. E. Jones.
Wilkes-Barre Times-Leader—W. E. Woodruff.
York Gazette & Daily—C. E. McIlhenny.

RHODE ISLAND

Newport News—H. B. Wood.
Pawtucket Times—D. J. Lawler.
Providence News-Tribune—Maurice Joy.
W. Warwick Times—Wilton P. Hudson.
Woonsocket Call—Elinor V. Arnold.

SOUTH CAROLINA

Greenville News-Piedmont—Eleanor Keese Barton.

SOUTH DAKOTA

Aberdeen News-American—Mildred Anderson.
Mitchell Republican—Paul S. Scolnsson.

TENNESSEE

Athens Post-Athenian—Miss Dorothy Lockmiller.
Chattanooga News—Miss Thankful Everett.
Chattanooga Times—Mrs. Ruth Macrae.
Jackson Sun—Guy R. Windrom.
Johnson City News—Fred Hoss.
Knoxville Journal—Malcolm Miller.
Nashville Banner—Sydney Dalton.

(Continued on page 223)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 222)

Music Critics

TEXAS

Amarillo Globe News—Miss Sophia Meyer.
Breckenridge American—L. Hathcox.
Dallas Herald—Evelyn Miller Pierce.
Dallas News—Miss Maureen Osburn.
El Paso Times—H. S. Hunter.
Ft. Worth Star-Telegram—Clyde Whitlock.
Greenville Banner—Ralph Taylor.
Houston Chronicle—Ina Gillespie.
Houston Press—Mrs. Grace Calvin.
Pampa News—Archer Fullingim.
Paris Dinner Horn—Catherine T. Snyder.
San Angelo Standard-Times—Minor Shutt.
San Antonio La Prensa—M. de Uranga.
San Antonio Light—Mayo Boyd Dazey.
Sherman Democrat—Mrs. H. H. Flemming.
Taylor Press—Margaret Schonerstedt.
Temple Telegram—James Willard Barr.
Terrell Tribune—E. Y. Horn.
Tyler Times-Telegraph — Miss Sarah McClendon.

UTAH

Ogden Standard-Examiner—D. J. Greenwell.
Salt Lake Desert News—Wayne Grover.
Salt Lake Telegram—E. L. Bourne.
Salt Lake Tribune—Eva E. Hollis.

VERMONT

Brattleboro Reformer—Miss Julia Park.

VIRGINIA

Newport News Press—F. J. Naff.
Norfolk Virginian-Pilot—G. P. Donnel.
Roanoke World-News—Miss Kathleen Shelor.

WASHINGTON

Aberdeen World—W. L. Morris.
Seattle Post-Intelligencer—Everhardt Armstrong.
Seattle Star—Harry Mills.
Spokane Press—Anthony R. Plastino.
Spokane Spokesman-Review—Mrs. M. S. Watrous.
Tacoma Times—C. E. King.

WEST VIRGINIA

Charleston Gazette—Mrs. Jean Flournoy.
Fairmont W. Virginian—Sara Evans.
Huntington Herald-Dispatch—Ruth Ogren.
Welch News—Mrs. L. L. Drewry.
Wheeling Register—Mrs. Andrew Ruckman.

WISCONSIN

Beloit News—Harriet Dawson.
Green Bay Press-Gazette—John Walter.
Janesville Gazette—Peg O'Brien.
La Crosse Press—Rudolph Kvelve.
Madison Journal—Katherine H. Axley.
Merrill Herald—Carla Foster.
Milwaukee Journal—R. S. Davis.
Racine Journal News—Lucy Doles.
Winconsin Rapids Tribune—Janet Fontaine.

WYOMING

Laramie Republican-Boomerang—F. S. Burrage, Ted Olson.

HAWAII

Honolulu Advertiser—Walter J. Adams.
Honolulu Star Bulletin—Miss Louise M. Johansen.

CANADA

ALBERTA

Calgary Albertan—A. C. Ballantine.
Calgary Herald—Mrs. Annie Glen Broder.
Edmonton Journal—Kathleen Underwood.
Toronto Telegram—Edward Wodson.

BRITISH COLUMBIA

New Westminster British Columbian—F. Marshall.
Vancouver Star—John Budden.
Vancouver Sun—Mrs. M. H. Alexander.

MANITOBA

Winnipeg Press—Miss L. E. Scarth.
Winnipeg Tribune—A. A. Aldrick.

NOVA SCOTIA

Halifax Herald-Mail—James Power, E. G. L. Wetmore.

ONTARIO

Hamilton Herald—N. C. Clarke.
Hamilton Spectator—Miss E. J. Reynolds.
Kingston Whig-Standard—Arthur L. Davies.
Kitchener Record—E. F. Donohoe.
Ottawa Citizen—Isabel C. Armstrong.
Peterboro Examiner—Miss C. McCarthy.
St. Catharines Standard—D. J. Williams.
Toronto Globe—Dr. Lawrence Mason.
Toronto Mail-Empire—Pearl S. McCarthy.
Toronto Star—A. Bridle, Jakeway.

QUEBEC

Montreal Herald—Elliot Norton.
Montreal La Patrie—Lucien Parizeau.
Montreal La Presse—Jean Duffresne.
Montreal le Devoir—Fred. Pelletier.
Montreal Standard—John M. Black.
Montreal Star—H. P. Bell.
Quebec L'Evenement—M. Bernier.
Quebec L'Action—Dr. L. P. Roy.
Sherbrooke La Tribune—H. M. Gendreau.

SASKATCHEWAN

Regina Leader-Post—Dan A. Cameron.
Regina Star—A. M. Thomas.
Saskatoon Star-Phoenix—H. R. Worden.

BOOK CRITICS

ALABAMA

Birmingham News & Age-Herald—G. W. Mead.
Birmingham Post—W. L. Vennell.
Mobile Press—Don Greenwood.

ARIZONA

Phoenix Republic & Gazette—Harvey L. Mott.
Yuma Sun—Charlotte Worthington.

CALIFORNIA

Alameda Times-Star—G. Clifford Nickell.
Berkeley Gazette—Merle McBride.
Chico Enterprise—Florence J. O'Brien.
Eureka Humboldt Standard—Lillian Ross.
Fresno Republican—Ben R. Walker.
Hollister Free Lance—H. Sutton.
Los Angeles Record—Gilbert Brown.
Los Angeles Times—Lillian C. Ford.
Pasadena Post—Minard Fassett, Robert Seares.
Pasadena Star News—Harold D. Carew.
Redding Searchlight—H. G. Moody.
Sacramento Bee—Roy V. Bailey.
Sacramento Union—Myrtle Shaw Lord.
Salinas Index-Journal—Dorothy Stemson.
San Diego Sun—Max Miller.
San Francisco Call-Bulletin—John Bruce.
San Francisco Chronicle—Joseph H. Jackson.
San Francisco Examiner—Nadia Lavrova.
San Francisco News—Lionel Houser.
San Jose Mercury Herald—Sibyl C. Hayes.
San Jose News—Claire MacDonald.
Santa Ana Register—Mary B. King.
Santa Monica Outlook—Carl F. White.
Ventura County Star—Andree K. Pinkerton.

COLORADO

Canon City Record—Janet Sterling.
Denver Post—Caroline Bancroft.
Denver Rocky Mountain News—George V. Burns.
Durango Herald-Demo.—Helen B. Noland.
Greeley Tribune-Republican—F. E. Merrill.
La Junta Democrat—James B. Pearce.

CONNECTICUT

Bridgeport Herald—C. Bud Kingston.
Bridgeport Times-Star—L. M. Bradley.
Hartford Courant—Mrs. E. N. Case.
Hartford Times—C. W. Burpee.
New Haven Journal-Courier—Charles W. Ives.
New Haven Register—Roger A. Connolly.
New Haven Times—Boyd Lewis.
Torrington Register—George W. Peterson.
Waterbury Democrat—Margaret Maloney.

DISTRICT OF COLUMBIA

Washington News—Ruth Howell.
Washington Post—Elisabeth E. Poe.
Washington Star—Mrs. Ida G. Myer.

FLORIDA

Daytona Beach News-Journal—Liliane R. Davidson.
Gainesville Sun—Sophie Burkhim.
Jacksonville Florida Times-Union—Joseph H. Marron.
Miami Herald—Mrs. Grace Norman Tuttle.
Miami News—Martha Marsh.
St. Petersburg Independent—James M. Ravenscroft.
Tampa Times—H. R. Slichter.
Tampa Tribune—E. D. Lambright.
Winter Haven Chief—M. M. Lee.

GEORGIA

Atlanta Journal—Mrs. Medora Peterson.
Augusta Chronicle—Ella A. Baxter.
Macon Telegraph—Edwin Tribble.
Savannah News—Jane Judge.

HAWAII

Honolulu Star Bulletin—Dr. Clifford F. Gessler.

IDAHO

Boise Capital News—R. L. Brink.
Boise Idaho Statesman—Virginia Moody.
Twin Falls News—Roy A. Read.

ILLINOIS

Aurora Beacon-News—Lucille Knecht.
Belleville Advocate—Leslie Crow.
Bloomington Pantagraph—Catherine Hoobler.
Carlinville Enquirer—Mrs. C. J. Lumpkin.
Centralia Sentinel—Verne E. Joy.
Chicago Journal of Commerce—Kenneth Horan.
Chicago Times—James Weber Linn.
Chicago News—Howard Vincent O'Brien.
Galesburg Register-Mail—F. R. Jelliff.
Harrisburg Register—Curtis G. Small.
Herrin Journal—Josephine Puricellio.
Macomb Journal—L. A. Randolph.
Marion Republican—Oldham Paisley.
Peoria Journal-Transcript—R. M. Shepherdson.
Peoria Star—F. R. Oakley.
Quincy Herald-Whig—A. R. Higgins.
Rock Island Argus—Frank E. Brandt.
Springfield Illinois State Journal—Howard F. Pope.
Waukegan News-Sun—Stewart Whyte.
West Frankfort American—W. Henson Purcell.

INDIANA

Anderson Herald—Mrs. Harriett W. Toner.
Bloomington World—Lillian Decker.
Connersville News-Examiner—Candace Murray.
Indianapolis News—Walter Whitworth.
Indianapolis Times—Walter D. Hickman.
Indianapolis Star—Mary Dyer Lemon.
LaPorte Herald-Argus—Miss Esther Waters.
Michigan City Dispatch—H. C. Crosby.
Monticello Journal—D. J. Wickizer.
Princeton Clarion-News—Fred R. Ewing.

IOWA

Boone News-Republican—Mary T. Goldthwaite.
Cedar Falls Record—Tolly Giffen.
Cedar Rapids Gazette Republican—Betsey Erskine.
Cherokee Times—Max Gordon.
Clarinda Herald—Jeannette Painter.
Council Bluffs Nonpareil—R. L. Capell.
Davenport Times—Miss A. M. Swan.
Des Moines Register & Tribune — Donald Murphy.
Fort Madison Democrat—W. T. Mershon.
Keokuk Gate City—Mrs. Lulu Merriam.
Mason City Globe-Gazette—Enoch Norem.
Ottumwa Courier—John Reynolds.
Shenandoah Sentinel—R. K. Tindall.

KANSAS

Atchinson Globe—Nellie Webb.
Augusta Gazette—Bertha B. Shore.
Concordia Blade-Empire—Miss Marion Ellet
Emporia Gazette—Clarice Hausam.
Hays News—Leota Motz.
Lawrence Journal-World—Mrs. O. W. Maloney.
Leavenworth Times—J. M. Mickey.
Manhattan Chronicle & Mercury—Fay N. Seaton.
Ottawa Herald—M. Leigh.
Pratt Tribune—Mrs. Frances Tupper.
Topeka Capital—E. E. Kelley.
Topeka State Journal—A. J. Carruth.
Wichita Beacon—Polly Parsons.

KENTUCKY

Danville Kentucky Advocate—Vernon Richardson.
Henderson Gleaner & Journal—Mrs. Leigh Harris.
Lexington Herald—Elizabeth Daingerfield.
Louisville Courier-Journal—Rosamond Milner.
Louisville Herald Post—E. A. Jonas.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau.
New Orleans Item-Tribune—Katharine Salmon.
New Orleans States—Walter Valois.

MAINE

Portland Express, Press Herald & Telegram—Robert B. Beith.
Portland News—Dorothy Whipple.

MARYLAND

Baltimore News & American—H. S. Gordon, Jr.

MASSACHUSETTS

Boston Christian Science Monitor—Leslie A. Sloper.
Boston Post—Alfred S. Clark.
Boston Transcript—Edwin F. Edgett.
Cambridge Journal—Samuel F. Smith.
Fall River Herald News—Edward J. Delaney.
Framingham News—Ralph F. Dewey.
Gardner News—Marjorie Rossy.
Holyoke Transcript—Stanley McIntyre.
Lowell Courier-Citizen & Leader—Kent Knowlton.
Lowell Telegram—Elizabeth Pouzzner.
Medford Mercury—Gertrude G. Fine.
Milford News—Harry Brody.
New Bedford Standard—Ralph Turner.
Quincy Patriot Ledger—John Hadley.
Somerville News—M. L. Cooke.
Springfield Republican—Edward N. Jenckes, Jr.
Wakefield Item—Eva G. Ripley.
Worcester Post—George T. Richardson.
Worcester Telegram & Gazette—Margaret Parsons.

MICHIGAN

Alpena News—Clifton Hill.
Battle Creek Moon-Journal—G. B. Dolliver.
Detroit News—Clyde B. Beck.
Detroit Free Press—Douglas Martin.
Detroit Saturday Night—N. H. Bowen.
Flint Journal—Willis W. Thorne.
Grand Rapids Herald—R. C. Landstrom.
Hancock Copper Journal—H. M. Finnegan.
Kalamazoo Gazette—Phillip A. Wight.
Lansing Capital News—Phil O'Hara.
Lansing State Journal—Theresa Shier.
Wyandotte Record—George M. Adams.

MINNESOTA

Fairmont Sentinel—H. S. Fairly.
Minneapolis Star—Gordon Roth.
St. Cloud Times-Journal—Mrs. Maude C. Schilplin.
St. Paul News—Joseph Myers.
Willmar Tribune—V. E. Lamson.

MISSISSIPPI

Laurel Leader-Call—Harriet S. Gibbons.
West Point Times Leader—Edgar G. Harris.

MISSOURI

Columbia Tribune—E. M. Watson.
Kansas City Journal Post—Tom Collins.
Kansas City Star—Louis Mecker.
Springfield News & Leader—Helen Laverty.
St. Joseph News-Press & Gazette—A. V. Burrowes, Dean Wilde.
St. Louis Globe-Democrat—Flora Kaiser.
St. Louis Times—Ben Burch.
Springfield Press—Fern Nance.

MONTANA

Livingston Enterprise—L. E. Flint.

NEBRASKA

Lincoln State Journal—A. Longman.
Omaha World-Herald—George Grimes.

NEVADA

Reno Journal—Norman Bell.

NEW HAMPSHIRE

Keene Sentinel—J. H. Kline.

NEW JERSEY

Morristown Record—Norman B. Tomlinson.
Newark Call—Henry Hamlin.
Newark Ledger—Jerome Kurtz.
Newark News—Max J. Herzberg.
Newark-Star-Eagle—W. E. Burman.
Paterson Call—Mrs. Geo. Winchester.
Trenton Times-Advertiser Gazette—John J. Cleary.

NEW MEXICO

Las Vegas Optic—H. W. Kane.
Roswell Dispatch—Gilmore N. Nunn.

NEW YORK

Albany News—Edward E. Herwig.
Binghamton Sun—Sam W. Nash.
Brooklyn Citizen—Michael March.
Brooklyn Eagle—George Currie.
Buffalo Courier-Express—Bennett F. Davis.
Buffalo News—William G. Hippler.
Buffalo Times—Ardis Smith.
Flushing North Shore Journal—Haynes Trébor.
Freeport Review—Arthur Hodges.
Ithaca Journal-News—C. R. Rosenberry.
Jamaica Long Island Press—Edward Gottlieb.
Medina Journal—W. John Hinchey.
N. Y. Corriere d'America—G. Beltrami.
New York Enquirer—Louise Olcott.
New York Herald Tribune—Isabel Patterson.
New York Investment News—C. A. Hebb.
New York Jewish Day—I. Niger.
New York Jewish Forward—A. Cahan, H. Rogoff.
New York Jewish Journal & News—Peter Wiernik, Dr. A. Kappel, David Eidelsberg.
New York La Prensa—J. M. Torres Perona.
New York Mirror—Gustav Davidson.
New York Nowy Swiat—Peter P. Yolles.
New York Post—William Soskins.
New York Telegraph—Whitney Bolton.
New York-Staats-Zeitung-Herold—Henry Heide
New York Sun—Laurence Stallings.
New York Times—J. Donald Adams.
New York Wall Street Journal—Florence Wagner.
New York World-Telegram—Harry Hansen.
North Tonawanda News—R. B. Hewitt.
Oswego Palladium-Times—E. M. Waterbury.
Poughkeepsie Star—Richard E. Coon.
Rochester Times-Union—A. J. Sigl.
Rome Sentinel—R. D. Heath.
Syracuse Herald—Egbert S. Turner.

NORTH CAROLINA

Burlington Times-News—Florence Robertson.
Charlotte News—Walter Spearman.
Charlotte Observer—Legette Blythe.
Goldsboro News-Argus—P. M. Patrick.
Hickory Record—Miss Mabel Miller.
High Point Enterprise—John Mebane.
New Bern Sun-Journal—Aaron Miller.
Raleigh Times—L. P. Park.
Salisbury Post—Spencer Murphy.
Wilson Times—J. D. Gold.

OHIO

Akron Journal—Howard Wolf.
Akron Times—Robert Stafford.
Ashtabula Star-Beacon—Mrs. Carol Gottshall.
Chillicothe Gazette—E. S. Wenis.
Cincinnati Enquirer—John W. Larue.
Cincinnati Post—Frank Aston.
Cincinnati Times-Star—Richard Blake.
Cleveland Plain Dealer—E. M. Robinson.
Cleveland Press—Elrich B. Davis.
Columbus Journal—Marshall Hall.
Columbus Citizen—Wm. Cunningham.
Dayton Herald—Ednor M. Rossiter.
Fostoria Review—Carolyn Bertholet.
Fostoria Times—Roscoe Carle.
Lorain Journal—Maurice Merryfield.
Mt. Vernon News—Josephine Lee.
Newark Advocate—Ema Spencer.
Piqua Call—Belle Lee Ridenour.
Ravenna Record—A. V. Dix.
Springfield News-Sun—Anna Marie Tennant.
Toledo News-Bee—Howard Stephenson.
Youngstown Telegram—Fred McCluer.

OKLAHOMA

Cushing Citizen—Morris Nichols.
Enid News-Eagle—Waldo G. Clegg.
Oklahoma City Times—Mae Frank.
Stillwater Press—J. W. Hinkle.

OREGON

Portland Tribune—E. McMillan.
Portland Oregonian—David W. Hazen.

PENNSYLVANIA

Allentown Call—Dr. George J. Ettinger.
Allentown Chronicle & News—George Corson.
Ardmore Main Line Times—H. T. Craven.
Chester Times—R. Leslie Chrismer.
East Stroudsburg Sun—Edgar M. Lazarus.
Erie Times—John Curtis.
Hanover Sun—T. Y. Cooper.
Johnstown Democrat—W. W. Bailey II.
Lewistown Sentinel—R. S. Ruble.
Meadville Tribune-Republican—Clara Putnam.
Philadelphia Inquirer—Sidney Williams.
Philadelphia Record—Juliet Lit Stern.
Philadelphia Public Ledger—Harry Emerson Wildes.
Pittsburgh Post-Gazette—Harvey Gaul.
Pittsburgh Press—Charles P. Johnson.
Pittsburgh Sun Telegraph—Geo. Seibel.
Reading Times—Abe Hurwitz.
Scranton Sun—Esther Peck.
Scranton Republican—Eugene H. Fellows.
Wilkes-Barre Independent—J. F. Dutko.

RHODE ISLAND

Newport News—D. P. Thurston.
Woonsocket Call—Arthur H. Crowell.

SOUTH CAROLINA

Anderson Independent-Tribune & Mail—Mrs. Harriet Miller.

SOUTH DAKOTA

Aberdeen News-American—Glenn Martz.
Madison Sentinel—H. R. Lemon.
Pierre Journal—T. B. Hipple.
Sioux Falls Argus-Leader—A. J. Derome.

TENNESSEE

Athens Post-Athenian—Fred E. Wankan.
Chattanooga News—A. D. Mynders.
Chattanooga Times—Gilbert Govan.
Clarksville Chronicle—Mrs. H. M. Liepson.
Dyersburg Gazette—John C. Rogers.
Knoxville Sentinel—Lucy Curtis Templeton.
Memphis Press-Scimitar—Marshall Smith.
Murfreesboro News-Journal—Ethel M. Womack
Nashville Banner—Will Allen Dromgoole.

TEXAS

Amarillo Globe News—T. E. Johnson.
Big Spring Herald—Mrs. Ona Reagan Parsons.
Breckenridge American—Lamona Hathcox.
Dallas Herald—A. F. Henning.
Dallas News—John E. McGinnis.
Edinburg Review—Carl Armstrong.
El Paso Times—Gene Cunningham.
Fort Worth Press—C. L. Douglas.
Galveston News-Tribune—Stanley E. Bobb, G. A. Seel.
Greenville Banner—Miss A. Coone.
Kilgore News—Alger Jones.

(Continued on page 224)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 223)

Book Critics

Palestine Herald—Mrs. J. T. Carlisle.
Paris Dinner Horn—B. Hooks Boyd.
Paris News—John H. Purnell.
San Angelo Standard-Times—May Montgomery Wear.
Sherman Democrat—Catherine Wharton.
Sulphur Springs News-Telegram—B. O. Taylor.
Taylor Press—Margaret Schonerstedt.
Temple Telegram—James Willard Barr.
Waco Tribune—Helen Po l.
Wichita Falls News—Mrs. L. N. Cason.
Yoakum Herald—H. D. Meister.

UTAH

Ogden Standard-Examiner—Glen Perrins.
Provo Herald—Elizabeth Gessford.
Salt Lake News—Wayne Grover.
Salt Lake Tribune—Eva E. Hollis.
Salt Lake Telegram—E. L. Bourne.

VERMONT

Brattleboro Reformer—C. E. Crane.
Rutland Herald—H. L. H.

VIRGINIA

Petersburg Progress-Index—Edward Wyatt.
Portsmouth Star—Robert Barber.
Roanoke World-News—W. C. Stouffer.
Suffolk News-Herald—H. P. Guerrant.

WASHINGTON

Aberdeen World—Mark Sullivan.
Centralia Chronicle—Ray W. Edinger.
Everett News—H. M. P.
Longview News—Louise Clearman.
Seattle Post-Intelligencer—R. T. Van Ettisch.
Seattle Star—Neal Jones.
Spokane Press—E. W. Jorgenson.
Tacoma Times—S. Whitehouse.
Vancouver Columbian—Herbert J. Campbell.
Walla Walla Bulletin—Miss Iris Little.
Walla Walla Union—R. W. Fisher.

WEST VIRGINIA

Charleston Gazette—Mrs. Virginia Howard.
Clarksburg Expon.-Telegram—Gene Collett, H. G. Rharon.
Fairmount West Virginian—Richard B. Parrish.
Welch News—W. R. Keyser.
Wheling Register—Paul Weigand.

WISCONSIN

Beloit News—Mason H. Dobson.
Green Bay Gazette—John Walter.
Janesville Gazette—R. W. Bliss.
Madison Times—D. D. Dunn.
Madison Journal—Don Anderson.
Milwaukee Journal—F. V. Van Buren.
Oshkosh Northwestern—L. H. Torreyson.
Racine Journal-News—Grace Starbuck.
Superior Telegram—Mrs. Burnette Peterson.

WYOMING

Laramie Republican-Boomerang—F. S. Burrage, W. O. Clough, Ted Olson.

HAWAII

Honolulu Advertiser—A. A. Greene.
Honolulu Star Bulletin—Dr. Clifford F. Gessler.

CANADA

ALBERTA

Calgary Albertan—D. G. Marsh.
Calgary Herald—John E. Wodell.
Edmonton Journal—J. D. Craig.

BRITISH COLUMBIA

Nelson News—F. F. Payne.
New Westminster British Columbian—R. McLennan.
Vancouver Star—Noel Robinson.
Vancouver Sun—H. J. Moorhouse.
Victoria Times—Prof. W. T. Allison.

MANITOBA

Winnipeg Press—Mrs. H. J. Parker.
Winnipeg Tribune—Prof. W. T. Allison.

NEW BRUNSWICK

St. John Telegraph-Journal-Times-Globe—Mrs. Margaret Lawrence.

ONTARIO

Hamilton Herald—A. E. S. Smythe.
Hamilton Spectator—Miss E. J. Reynolds.
Kingston Whig-Standard—Rupert Davies.
Ottawa Citizen—W. A. Deacon.
Toronto Globe—M. O. Hammond.
Toronto Mail-Empire—Wm. Arthur Deacon.
Toronto Star—A. Bridle.
Toronto Telegram—C. W. Knowles.

QUEBEC

Montreal La Patrie—Lucien Parizeau.
Montreal La Presse—Fernand Roby.
Montreal Standard—R. Cusack.
Montreal Star—S. Morgan Powell.
Quebec L'Evenement—C. M. Boissonnault.
Quebec L'Action—Eugene L'Heureux.
Sherbrooke La Tribune—L. P. Robidoux.

SASKATCHEWAN

Regina Leader-Post—Dan A. Cameron.

SOCIETY AND WOMEN'S Page Editors

ALABAMA

Birmingham News & Age-Herald—Mrs. C. F. Markell, Miss Kate Smith.
Birmingham Post—Alyce Billings.
Dothan Eagle—Theo. Hall, Helen Hall.
Mobile Press—Frances R. Durham.
Montgomery Advertiser—Mrs. Julia McKinney.
Selma Times Journal—Mrs. Clara Callaway Seay.
Tuscaloosa News—Mrs. William A. Collier.

ARIZONA

Douglas Dispatch—Cecilia Ginahling.
Globe Arizona Record—Ethel Patton.
Miami Arizona Silver Belt—May Walker.
Miami Bulletin—Mrs. W. A. Walsh.
Phoenix Republic & Gazette—Mrs. Joyce Booth Penfold, Mrs. George S. Harshberger.
Prescott Courier—Jeannette Oliver.
Tucson Citizen—Nellie Torrian.

ARKANSAS

Camden News—Miss Frances Benson.
Conway Log Cabin Democrat—Mrs. M. F. Robins.
Fayetteville Democrat—Maude Gold.
Little Rock Arkansas Democrat—Mrs. Vaughan W. Root.
Paragould Press—Miss Pauline Robb.

CALIFORNIA

Alameda Times-Star—Mrs. Esther Barry.
Anaheim Bulletin—Ruth Taunton.
Berkeley Gazette—Mrs. Martha Bennett.
Burlingame Advance Star—Mrs. May Killam.
Calexico Chronicle—Shirley Worley.
Chico Enterprise—Golda Hulen.
Chico Record—V. H. Shepard.
Colton Courier—Ione Lee.
Culver City Star-News—Betty Marceau.
El Centro Imperial Valley Press—Mrs. Earle Davis.
Eureka Humboldt Standard—Lillian Ross.
Fresno Republican—Ruby J. Olney.
Glendale News-Press—Katherine Sinks.
Huntington Park Signal—Miss Pauline Swanson.
Long Beach Sun—Marjorie Wallace.
Long Beach Press-Telegram—Essie Morris, Homer Johnson.
Los Angeles Record—Gertrude M. Price.
Los Angeles Times—Juana Neal Leavy, society ed.; Myra Nye, women's clubs; Marian Manners, home economics.
Marysville Appeal-Democrat—Ruth Sanford.
Martinez Contra Costa Gazette—Elsa U. Arnold.
Merced Sun-Star—Pauline Irwin.
Napa Register—Adrienne Gibb.
Oakland Post-Enquirer—Mollie Mills.
Oceanside Blade-Tribune—Ora Magee.
Ontario Report—Florence Smith.
Orange News—Amy Palmister.
Oroville Mercury-Register—Vera Davis.
Palo Alto Times—Elinor V. Cogswell.
Pasadena Post—Mrs. Grace B. Caukin.
Pasadena Star-News—Alice Brown.
Pittsburgh Post Dispatch—H. C. Bancroft.
Red Bluff News & Times-Sentinel—George Anna Miller.
Redding Searchlight—R. Reinholt.
Redlands Facts—Virginia Smith.
Redwood City Tribune—Mrs. Elizabeth Strobeck.
Richmond Independent—Helen Spaulding.
Riverside Press—Margaret Steen.
Sacramento Bee—Clara Guthrie, club editor; Mila Landis, society editor.
Sacramento Union—Marguerite Douglas.
Salinas Index-Journal—Dorothy Stemson.
San Diego Sun—Etta Mae Wallace.
San Francisco Call-Bulletin—Marie Hicks Davidson.
San Francisco Chronicle—Mildred Robbins.
San Francisco News—Betty Briggs, Agnes Fenwick.
San Jose Mercury Herald—Mrs. Eleanor N. Jarman, society editor; Roger L. Clarke, woman's page editor.
San Jose News—Ada Jane Kimball.
San Mateo Times & News Leader—Beulah Schindler.
Santa Ana Register—Eleanor Elliott.
Santa Cruz Sentinel—Ernest Otto.
Santa Maria Times—Lily Sherwood.
Santa Monica Outlook—Dorothy Warren.
Santa Paula Chronicle—Mrs. Emma Brock.
Stockton Record—Miss Edna Ruth.
Tulare Times—Evelyn Warren.
Ventura County Star—Betty Cox.
Ventura Free Press—Grace Monfort.
Visalia Times-Delta—Mary Gibson.
Wilmington Press—Doris Cory.

COLORADO

Alamosa Courier—Gertrude Wirick.
Cannon City American—Miss Marcel Rockhead.
Canon City Record—Janet Sterling.
Colorado Springs Gazette & Telegraph—Ellen O'Conner.
Delta Independent—Elizabeth McCarthy.
Denver Post—Helen Eastom, Catherine Dines Prosser.
Denver Rocky Mountain News—Katherine Maroney.
Durango Democrat—Mrs. A. W. Ayres.
Fort Collins Express-Courier—Frances Carpenter, Myra Murray.
Fort Morgan Times—Ruth Scheidegger.
Grand Junction Sentinel—Merle M. McClintock.
Greeley Tribune-Republican—Marian Gilbert.
La Junta Democrat—Miss Louise Rice.
Lamar News—Irene Bohl, Grace Speckmann.
Loveland Reporter-Herald—Mrs. R. W. Tesch.
Montrose Press—Susan B. Nickell.
Pueblo Chieftain—Mary B. Offutt.

CONNECTICUT

Bridgeport Herald—Elsie N. Donenberg.
Bridgeport Times-Star—Minnie Nicholas.
Hartford Courant—Miss Marjorie Heacox, Mrs. E. E. Kibbe.
Hartford Times—Lenore Cornell, Marian J. Murray.
Manchester Herald—Mrs. Mary F. Taylor.
Meriden Record—Julia Lansing Hull.
New Britain Record—Mrs. Boli.
New Haven Journal-Courier—Margaret Wilson.
New Haven Register—Ruth J. Quint.
New Haven Times—Dorothy Kammerer.
So. Norwalk Sentinel—Anne Bridge.
Stamford Advocate—Mrs. M. Justice.
Waterbury Democrat—Helen Murphy.

DELAWARE

Wilmington Every Evening—Winifred Broadbent.
Wilmington Journal—Elizabeth M. Bullock.
Wilmington News—Wilhelmina Seifrit.
Wilmington Star—E. R. Keim.

DISTRICT OF COLUMBIA

Washington News—Betty Garnett.
Washington Post—Mrs. Kate S. Brooks, Mrs. Vylla P. Wilson.
Washington Star—Mrs. Sallie V. H. Pickett.

FLORIDA

Clearwater Sun—Mrs. Leila Gibbs.
Coconut Grove Examiner—Susan Howe Clark.
Daytona Beach News-Journal—Dorothy Scoville, Margaret Twitchell.
DeLand Sun News—May Gradick.
Fort Myers News-Press—Margaret Mickle.
Ft. Pierce News-Tribune—Meryl Rigdon Scott.
Gainesville Sun—Miss Sophie Burkhim.
Jacksonville Florida Times-Union—Mrs. Matilda O'Donald.
Jacksonville Journal—Mrs. Mary Turck Hanscomb.
Key West Citizen—Miss Mary Louise Caspick.
Lakeland Star-Telegram—Marjorie Hetherington.
Lake Worth Leader—Miss Tula Willis.
Miami Herald—Mrs. Carese A. Arnold.
Miami News—Grace Stone Hall.
Ocala Star—Miss Adel Bittinger.
Palatka News—Mrs. Ruth Henderson Sharp.
St. Petersburg Independent—Martha Harris.
St. Petersburg Times—Mrs. George P. Rowell.
Sanford Herald—Margaret Peters.
Sarasota Herald—Mrs. Jerre Richards.
Pensacola News-Journal—Celia Myrover Robinson, Yvonne Sublette.
Tallahassee Democrat—Marion Burr.
Tampa Times—Mrs. Sara Keller Greene.
Tampa Tribune—Mrs. Gladys B. Curtis.
Winter Haven-Chief—Ruby Woods Snell.

GEORGIA

Albany Herald—Mrs. Martha M. Nall.
Americus Times-Recorder—Ann Walker.
Atlanta Journal—Mrs. W. K. Van Winkle.
Augusta Chronicle—Ella A. Baxter.
Augusta Herald—Miss Julia Moore.
Boise Idaho Statesman—Mrs. Eva Hunt Dockery.
Griffin News—Leila Hooks.
Macon News—Blythe McKay.
Macon Telegraph—Mrs. Edwin Tribble.
Moscow Star-Mirror—Mrs. O. C. Carssow.
Rome News-Tribune—Miss Isabell Gammon.
Savannah News—Catharine H. Charlton.
Savannah Press—Catharine H. Charlton.

IDAHO

Boise Capital News—Mrs. Laurene Smith.
Coeur d'Alene Press—Francis Cope.
Lewiston Tribune—Mrs. R. E. Hanrahan.
Nampa Idaho Free Press—Frances Cherry.
Pocatello Idaho State Journal—Ruby C. Suverkrup.
Sandpoint Bulletin—Clara McCoy.

ILLINOIS

Aurora Beacon-News—Mae Barclay.
Belleville Advocate—Alind Fuchs.
Benton News—Thelma Prundle.
Bloomington Pantagraph—Mrs. Grace J. Austin, (Society) Mrs. E. B. Brindley.
Cairo Citizen—Jessie I. Miller.
Canton Ledger—Lois Stimeling.
Carlinville Enquirer—Mrs. C. J. Lumpkin.
Centralia Sentinel—Helen Bird.
Champaign-Urbana News-Gazette—Grace Ervin.
Chicago American—Ervie Ravensbyrne.
Chicago News—Leola Allard.
Chicago Times—Magda West, Hazel B. Perry.
Danville Commercial-News—Sue White.
DeKalb Chronicle—Florence Bauchle.
East St. Louis Journal—Dorothy Schiele.
Galena Gazette—Harriett J. Grimm.
Galesburg Register-Mail—Hazelle Hurley.
Harrisburg Register—Alta Givens.
Kewanee Star-Courier—Evelyn Conkling.
Lincoln Courier—Dolly Esders.
Macomb Journal—Mrs. Elizabeth Chidester.
Marion Republican—Mrs. W. O. Paisley.
Maywood Tri City Press—May Ensign.
Moline Dispatch—Mabel Ely.
Monmouth Review Atlas—Martha Clark.
Murphysboro Independent—Wilhelmina Jenkins.
Ottawa Republican-Times—Edythe White.
Paris Beacon-News—Vesta Twyman.
Pekin Times—Evelyn German.
Peoria Journal-Transcript—Irma Robinson.
Peoria Star—Martha Price.
Quincy Herald-Whig—Elizabeth Wilson, Mary L. Shultis.
Rock Island Argus—Althea Marshall.
Springfield Ill. State Register—Frances K. Krimmel.
Springfield Illinois State Journal—Ferne Lippott.
Taylorville Breeze—Mrs. Edith Stitzel.
Waukegan News-Sun—Gladys Worsley.
West Frankfort American—Miss Thelma Rushing.

INDIANA

Alexandria Times-Tribune—Miss Ruth Johnson.
Anderson Herald—Mrs. Edith Laidler.
Bloomington World—Lillian Decker.
Bluffton News-Banner—Pearl Fishbaugh.
Brazil Times—Miss Helen Woolf.
Clinton Clintonian—Martha R. Pierce.
Columbia City Post & Commercial-Mail—Gertrude Meredith.
Connersville News-Examiner—Ethylin Lydy.
Elkhart Truth—Anne Pribble.
Evansville Press—Mrs. Mary Hinkle Steel.
Fort Wayne Journal-Gazette—Mrs. Carl W. Rothert.
Frankfort Times—Mrs. Fanelia Roberson.
Franklin Star—Miss Bess Scholler.
Goshen Democrat—Florence Swinehart.
Goshen News-Times—Margaret Troyer.
Greensburg News—Mary K. Emmert.
Huntington Herald-Press—Liliosa Eisenhauer.
Indianapolis News—Florence Webster Long.
Indianapolis Times—Mary Bingham.
Indianapolis Star—Kathryn Pickett.
Kokomo Tribune—Frieda Haseltine.
LaPorte Herald-Argus—Miss Alberta Homann.
Michigan City Dispatch—A. C. Hansen.
Muncie Press—Ruth Mauzy.
New Castle Courier-Times—Helen Taylor.
Plymouth Pilot—Florence Riddick Boys.
Princetown Clarion-News—Mary L. Harris.
Richmond Palladium & Item—Eloise Cloud, Esther G. White.
Rochester News-Sentinel—Mrs. Melvin Ringle.
Seymour Tribune—Margaret McBride.
Shelbyville Republican—Kathryn Haehl.
South Bend News-Times—Mrs. Winifred Norman.
Terre Haute Star—Frances Hughes, Mable McKee.
Terre Haute Tribune—Anna Bowles Wiley, Mary Grimes.
Valparaiso Vidette-Messenger—Irene Dickson.
Vincennes Sun-Commercial—Mrs. Frank Curtis.
Warsaw Times—Audrey Davis.
Warsaw Union—Ignota White.
Washington Democrat—Mrs. Adeline Wirts.
Washington Herald—Mildred Mattix.
Wells News-Banner—Pearl Fishbaugh.

IOWA

Ames Tribune-Times—Mrs. Helen Osborn.
Atlantic News-Telegraph—Walter Tracy.
Boone News-Republican—Irma Masterson.
Burlington Gazette—Lucille Weinrich.
Burlington Hawk-Eye—Mrs. Anna Lee Bragg.
Carroll Herald—Amy Hadge.
Cedar Falls Record—Alice Purcell.
Cedar Rapids Gazette-Republican—Grace Glass.
Cherokee Times—Viola Wright.
Clarinda Herald—Jeannette Painter.
Council Bluffs Nonpareil—Gertrude Harlan.
Creston News Advertiser—Margaret Black.
Davenport Times—Miss A. Abrahamson.
Davenport Democrat & Leader.
Des Moines Register & Tribune—Charles Burns.
Fairfield Ledger—Ruth Patten.
Fort Madison Democrat—Helen L. Morrison.
Keokuk Gate City—Laura Alton.
Marshalltown Times-Republican—Betty Ritchie.
Mason City Globe-Gazette—Eleanor McLaughlin.
Muscatine Free Press—N. Baker.
Nevada Journal—Nelle McNichols.
Newton News—Miss Winifred Bond.
Ottumwa Courier—Mary Holman.
Perry Chief—Lois Lutz.
Shenandoah Sentinel—Mrs. J. Edgar Fletcher.
Sioux City Tribune—Pauline Betz.
Vinton Cedar Valley Times—Mrs. Nellie Fagan.
Washington Journal—Aileen Milligan.
Webster City Freeman-Journal — Margaret Swanson.

KANSAS

Abilene Reflector—Frances Kehler.
Arkansas City Traveler—Mrs. H. H. Hill.
Atchinson Globe—Nellie Webb.
Augusta Gazette—Bertha B. Shore.
Burlington Republican—Mrs. Bill Batdorf.
Chanute Tribune—Bernice Gardner.
Coffeyville Journal—Josephine Bryant.
El Dorado Times—Jessie Perry Stratford.
Emporia Gazette—Mabel Jone (S), Clarice Hausam, (W. P.)
Ft. Scott Tribune-Monitor—Alice McDermott.
Garden City Telegram—Mildred Burg.
Great Bend Tribune—C. R. Townsley.
Hays News—Leota Motz.
Lawrence Journal-World—K. Wilson.
Leavenworth Times—Bessie A. Martin.
Liberal News—Maurine Long.
Manhattan Chronicle & Mercury—Charlotte Mutschler.
Newton Kansan-Republican—Evelyn B. Crandall.
Ottawa Herald—Mersal Sullivan.
Pratt Tribune—Miss Eloise A. Leak.
Topeka Capital—Ada Montgomery.
Topeka State Journal—Susie Durant, Bertha H. Campbell.
Wichita Beacon—Jane Evans, Veta McMahan.
Wichita Eagle—Frances Ross, Virginia Reed.
Winfield Courier—Mary Notestine.

KENTUCKY

Danville Kentucky Adocate—Mrs. George Swinebroad.
Danville Messenger—Julia Durham.
Henderson Gleaner & Journal—Mrs. W. I. LaRue.
Honkinsville New Era—Mrs. J. L. Harton.
Lexington Herald—Mary Bryan.
Louisville Courier-Journal—Emma Loving.
Louisville Herald Post—Dolly Barnes.
Madisonville Messenger—Mrs. Barret Holloway.
Middlesboro News—Miss Dortha Lauderdale.
Owensboro Messenger-Inquirer—Mabel Dill Brown.
Paducah Sun-Democrat—Mary R. Price.
Winchester Sun—Marjorie McLellan.

LOUISIANA

Alexandria Town Talk—Mrs. Geo. M. Whitney.
Monroe World & News-Star—Eve C. Bradford.
New Orleans Item-Tribune—Anna Barton Gihon.
New Orleans States—Ellen Foley, Louise Koppell.
Shreveport Journal—Mrs. R. H. Lindsay.

MAINE

Augusta Kennebec Journal—Ruth H. Howes.
Bangor Commercial—Ruth S. Perry.
Bangor News—Mrs. Nell Penley.
Biddeford Journal—Mrs. Radcliffe.
Portland Express, Press Herald & Telegram—Marguerite G. Kerr, M. Gladys Merrill, Caroline W. Stevens.
Portland News—Mildred L. Lambord.
Waterville Sentinel—Beth Haines.

MARYLAND

Annapolis Capital—Anne Dorsey.
Baltimore News & American—Mrs. H. A. Penniman, Mrs. George Dobbin.
Baltimore Sun—Mrs. Banny McLean Near.

(Continued on page 225)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 224)

Society and Women's Page Editors

MASSACHUSETTS

Attleboro Sun—Ethel I. Macdonald.
Boston Christian Science Monitor—Helen Johnson Keyes.
Boston Post—C. E. L. Wingate.
Boston Record—Peter Fanneil.
Boston Transcript—Mrs. A. Lincoln Bowles.
Cambridge Journal—Mary O'Brien.
Fall River Herald News—Christina V. Chippendale.
Framingham News—Miss Elizabeth Dudley.
Gardner News—Marjorie Rossy.
Gloucester Times—Jean Elwell.
Greenfield Recorder—Doris E. White.
Holyoke Transcript—Jean Taylor.
Lawrence Eagle Tribune—Mary V. Halihan.
Lowell Courier-Citizen & Leader—J. Roberta Mountford.
Lowell Telegram—Elizabeth Pouzzner.
Lynn Item—Mrs. Alice B. Melville, Laura A. Tirrell.
Lynn Telegram-News—Mrs. Betsy Landick.
Medford Mercury—I. F. Thorley.
New Bedford Standard—Mary A. Judson.
Quincy News—Mrs. Ruth B. Saville.
Quincy Patriot Ledger—E. Maude Lothrop.
Southbridge News—Estelle Benoit.
Springfield Republican—Grace M. Cavanaugh.
Wakefield Item—Mary L. Hurley.
Webster Times—Marion Haggerty.
Worcester Post—Anna L. Hurley.
Worcester Telegram & Gazette—Dorothy Mattison.

MICHIGAN

Albion Recorder—Bernice Eastman.
Alpena News—Elaine Melville.
Ann Arbor News—Mrs. Charles Bang.
Battle Creek Moon-Journal—Fannie Sprague Talbot.
Big Rapids Pioneer—Dorothy Nordine.
Cadillac News—Frances Harland.
Cheboygan Tribune—Alta L. Riggs.
Coldwater Reporter—Lelia Westerndarp.
Detroit News—Susan Breuckman, Mrs. C. N. Smith.
Detroit Free Press—Marguerite Chapin, society ed.
Detroit Mirror—Thelma Cobb, society ed.
Detroit Saturday Night—Miss Mervin.
Escanaba Press—Miss Amy Bolger.
Flint Journal—Kathryn Halligan.
Grand Haven Tribune—Mrs. A. H. Bos.
Grand Rapids Herald—Eleanor Pettersch.
Iron Mountain News—Mrs. Emily Russert.
Kalamazoo Gazette—Mrs. Evelyn Thurow.
Lansing Capital News—Gertrude Morony.
Lansing State Journal—Mariorie Woods.
Ludington News—Carol Arthur.
Marquette Mining Journal—Mrs. Manthei Howe.
Monroe News—Josephine Burkit.
Muskegon Chronicle—Mrs. M. E. K. Gunn.
Petoskey News—Mildred Bohm.
Port Huron Times Herald—Miss Julia Elliott.
Royal Oak Tribune—Bernice Iverson.
Saginaw News—Angeline O. Stewart.
St. Joseph Herald-Press—Mrs. Laura E. Witt.
Sault Ste. Marie News—Mrs. Mary Ripley.
South Haven Tribune—M. Dorothy Holoubek.
Sturgis Journal—Miss Jennie Crane.
Wyandotte Record—Mildred Ronan.

MINNESOTA

Albert Lea Tribune—Frances Walton.
Bemidji Pioneer—Nellie B. Harvey.
Brainerd Dispatch—Mary Hawkins.
Crookston Times—Andrea Stephens.
Duluth Herald—Dorothy McKay.
Fairmont Sentinel—Beth Ford Fairley.
Hibbing Tribune—Eula B. Oliver.
International Falls Journal—Florence Inertens.
Little Falls Transcript—Merrie V. Cornwell.
Minneapolis Star—Agnes Taaffe.
Minneapolis Tribune—Florence Taaffe.
Red Wing Republican—H. V. Peterson.
St. Cloud Times-Journal—Miss Lydia Gorman.
St. Paul News—Mrs. George Rugg.
Stillwater Gazette—Mrs. J. J. Plaunt.
Virginia Enterprise—Katherine Sloan.
Willmar Tribune—Helen Fitzgerald.

MISSISSIPPI

Biloxi and Gulfport Herald—Mrs. W. O. Clark, Nannie Mayes Crump.
Columbus Commercial Dispatch—Mrs. Beverly. Matthews.
Greenville Democrat-Times—Mrs. L. Pink Smith.
Greenwood Commonwealth—Mrs. E. L. Stainton.
Jackson Clarion Ledger—Mrs. J. W. Crisler.
Laurel Leader-Call—Mrs. Hanes Montgomery.
Tupelo News—Mrs. W. H. Daniels.
West Point Times Leader—Mrs. L. T. Carlisle.

MISSOURI

Columbia Tribune—Miss Queen Smith.
Cameron News-Observer—Mrs. Gordon Whitaker.
Carthage Press—Miss Merle Benedict.
Independence Examiner—Susannah Gentry.
Jefferson News-Tribune—Leola Mae Miller.
Joplin Globe & News Herald—Mrs. Elizabeth Molloy.
Kansas City Journ.-Post—Mrs. W. D. Rinkle.
Kansas City Star—Judd Hale, society; Nell Snead, woman's page ed.
Macon Chronicle Herald—Willa Morriss.
Marshall News—Mrs. Ollie B. Downs.
Neosho Democrat—Mrs. Hattie Williams.
Poplar Bluff American Republic—Mary Edna Smith.
Springfield News & Leader—Carolyn Plummer.
St. Charles Cosmos-Monitor—Bertha Remus.
St. Joseph News-Press & Gazette—Ada Lyon, Deedie May Austin, Ella Heiniger.
St. Louis Times—Ruth Thomas.
St. Louis Globe-Democrat—Emilie Alcock.
Sedalia Dem. & Capital—Louise Donnelly.
Springfield Press—Georgia Persinger.
Warrensburg Star-Journal—Caroline Anderson.
Webb City Sentinel—Theron Wright.

MONTANA

Billings Gazette—Margery Burg.
Great Falls Tribune—Edith Keith.
Lewistown Democrat-News—Mrs. C. G. Brown.
Livingston Enterprise—Vie Bennett.
Moberly Monitor-Index—Mrs. Irene Appleman.

NEBRASKA

Beatrice Sun—Mrs. Clara Jack Burton, society ed.
Columbus Telegram—John McMahon.
Falls City Journal—Miss Rosetta Hahn.
Fremont Tribune—Florence Swihart.
Hastings Tribune—Gertrude McLaughlin.
Lincoln Star—Nell Greer.
Lincoln Nebraska State Journal—Marian Grant.
Nebraska City News-Press—Ann Wary.
Norfolk News—Mrs. John Leffler.
Omaha Bee-News—Myrtle Mason.
Omaha World-Herald—Lyle Dowling.

NEVADA

Carson Appeal—Mrs. Lucy Crowell.
Reno Journal—Alice Melarkey.

NEW HAMPSHIRE

Concord Montiro Patriot—Mrs. Harry F. Shook.
Loconia Citizen—Ebba Janson.
Portsmouth Herald—Miss C. E. Mugridge.

NEW JERSEY

Atlantic City Press-Union—Marie Leeds, Victoria Fisher.
Bayonne Times—Miss Renee Berg.
Bridgeton News—Lucie Henderson.
Camden Post-Courier—Isabel Ellis.
Hackensack Record—Helen Hammalian.
Hoboken Obsever—E. Goldner.
Morristown Record—Marian L. Griffin.
Newark Call—M. Marguerite Martin.
Newark Ledger—Adelaide Wilson.
Newark News—Mrs. E. A. W. Teall, Miss Elizabeth Kernan, (So. Ed.)
Newark Star-Eagle—Katherine Steelman.
New Brunswick News-Times—Mrs. Harold Vincent.
Orange Courier—Mrs. Ethel Colt Ritchie.
Passaic Herald—Ellen Weber Moser.
Paterson Call—Helen Galbreath.
Patterson News—Mary Rickaby.
Tome River Sun—Viola J. Synder.
Trenton Times-Advertiser-Gazette — Mildred Tyrell (T), Dorothy Rehrig (Gaz.) Mildred Tyrell, (Adv.)
Tuckerton Beacon—Miss Clara M. Burd.

NEW MEXICO

Albuquerque Tribune—Helen Rodey Stamm.
Gallup Independent—Mrs. C. C. Manning.
Las Vegas Optic—Muriel J. McWenie.
Roswell Dispatch—Mrs. Pauline Cooney.

NEW YORK

Albany Knickerbocker Press—Katherine Patrick, society ed.
Albany News—Gertrude Miller, woman's page ed., Zoe B. Fales, society ed.
Albany Times Union—Marie Avery Meyers.
Amsterdam Rec. & Dem.—Alva Knapp.
Binghamton Sun—Jennie Alice Mallette.
Bronx Home News—Miss Marie Terry.
Brooklyn Citizen—Lucille Mintz.
Brooklyn Eagle—Nella Brown.
Buffalo Times—Ethel Hoffman.
Buffalo Courier-Express—Anne L. Harlow.
Buffalo News—Miss Marjorie E. Short.
Canandaigua Messenger—Catherine E. Welch.
Elmira Star-Gazette—Marjorie Bennett.
Flushing North Shore Journal—Ruth Moshier.
Freeport Review—Olive R. Hurlburt.
Hornell Tribune-Times—Helen M. Reed.
Ithaca Journal-News—Louise Paul.
Jamaica Long Island Press— Lucille Webster.
Jamestown Post—Mollie C. Granger.
Kingston Leader—Lillian Chudleigh.
Middletown Times Herald—Mildred Parker.
Mt. Vernon Argus—Nora B. Drummond.
New York Herald Tribune—Howard White.
New York News—Nancy Randolph.
New York North Side News—Margaret Foldes.
New York Post—Madeleine Riordan, soc. ed.
New York Staats-Zeitung-Herold—Dr. L. Oberndorf.
New York Sun—Cecil J. Allen, society; Mary Watts, Woman's page.
New York Times—Frank L. Baker.
North Tonawanda News—Lodema Rafter.
New York World- Telegram—Paul Stewart, society ed.
Ogdensburg Ren.-Journal—Alice F. Keegan.
Olean Times—Helen O'Hara.
Oswego Palladium-Times—Josephine Pidgeon.
Peekskill Star—Jane Schumacher.
Plattsburgh Republican—Maud O'Donahoe.
Poughkeepsie Eagle-News—Rose Shames.
Poughkeepsie Star—Laura C. Russell.
Rochester Journal—Ruth Chamberlain.
Rochester Times-Union—Elizabeth McGonigal.
Salamanca Republican-Press—Mrs. Victor Ambruske.
Schenectady Union-Star—Marie A. Cullen.
Syracuse Herald—Mrs. E. H. Van Wormer.
Troy Observer-Budget—Helen L. Collins.
Troy Times—Miss Rose Weinberg.
Troy Record—May Ross.
Utica Observer-Dispatch—A. J. Dickinson.
Utica Press—Mrs. E. R. Coe.
White Plains Reporter—Ella Lowe.

NORTH CAROLINA

Asheville Citizen—Mrs. L. E. Fisher.
Asheville Times—Miss Ruth Penland.
Burlington Times-News—Florine Robertson.
Charlotte News—Miss Alice Buchanan.
Charlotte Observer—Mrs. Margaret Abernethy.
Elizabeth City Advance—Mrs. Herbert Peele.
Fayetteville Observer—Miss Augusta Currie.
Gastonia Gazette—Zoe K. Brockman.
Goldsboro News-Argus—Mrs. Henry Belk.
Greensboro News-Record—Mrs. Ann Cantrell White, (News) Nell Craig (Rec.)
Hendersonville Times-News—Mrs. C. R. McManaway.
Hickory Record—Miss Mabel Miller.
High Point Enterprise—Mrs. C. M. Waynick.
Kinston Press—Justine Davis.
New Bern Bernian Sun-Journal—Miss Gertrude Carraway.
Raleigh Times—Letitia Mason.
Rocky Mont Telegram—Mrs. P. L. Thigpen.
Salisbury Post—Mary K. Linn.
Wilson Times—Miss Beulah Ruffin.

NORTH DAKOTA

Jamestown Sun—Ina E. Cook.

OHIO

Akron Journal—Ethel B. Myers.
Akron Times-Press—Mrs. Ashton Clayton Tweed.
Alliance Review—Fave Ashman.
Ashtabula Star-Beacon—Mrs. Elizabeth Loeb Fassett.
Bowling Green Tribune—Minniebelle Conley.
Bucyrus Telegram Forum—Esther Smith.
Canton Repository—Clotilda Ball.
Celina Standard—C. S. Hoagland.
Chillicothe Gazette—Mrs. Nellie Chapman.
Chillicothe News Advertiser—Marian Neff.
Cincinnati Enquirer—Marion Deveraux, Gertrude Leadwig, Mary Bradstreet.
Cincinnati Post—Roth Neely.
Cincinnati Times-Star—Mrs. Carmichael.
Cleveland Plain Dealer—Harlowe Hoyt.
Cleveland Press—Juanita Clark.
Columbus Citizen—Charlotte Sherwood.
Columbus Journal—Miss Dorothy E. L. Jones.
Covington News—Mrs. R. W. Smith.
Dayton Herald—Merab Eberle.
Dayton News—Elizabeth Lyman.
Defiance Crescent-News—Mildred Stevens.
Dover Reporter—Miss Dorothy O'Donnell.
E. Liverpool Review—Sara Vodrey Gardner.
Findlay Republican—Helen Love.
Fostoria Review—Ange Fletcher.
Fostoria Times—Irma DeVore.
Fremont Messenger—Miss Fannie Niebling.
Fremont News—Bernice Fisher.
Gallipolis Tribune—Mrs. Margaret D. Carter.
Hamilton Journal—Hilda Fontaine.
Hamilton News—Mrs. Josephine Maxwell.
Lorain Journal—Rhea Soper Eddy.
Lorain Times-Herald—Leona Proctor.
Marietta Times—Alice Wendelken Sturgiss.
Massillon Independent—Mrs. Elizabeth Koons.
Middletown Journal—Ouida Oglesby.
Middletown News-Signal—Mrs. Gladys Diver.
Mt. Vernon Banner—Miss Olive Trenwith.
Mt. Vernon Rep.-News—Josephine Lee.
Newark Advocate—Hazel Kirk.
New Philadelphia Times—Mrs. Dale Empfield.
Norwalk Herald—Arlyce Vail.
Piqua Call—Lola Hill.
Ravenna Record—Leona Shafer.
Sandusky Register—Doris Spitler.
Sandusky Star-Journal—Ernestine Norton.
Springfield News-Sun—Catherine Crane, Sue Gray.
Tiffin Advertiser—Ruth Arnold Kramer.
Tiffin Tribune—Mrs. Myra W. Burkett.
Toledo News-Bee—Helen Foote Graham.
Toledo Times—Dorothy E. Rainie.
Troy News—Miss Blanche McCann.
Van Wert Times—Laura Germann.
Warren Chronicle—Helen Hart Hurlbert, Lucile F. Cronberger.
Washington Ct. House Herald—Florence Ustick.
Wilmington News-Journal—Dora B. Stautner.
Xenia Gazette—Mildred Mason.
Youngstown Vindicator—Nellie Brown.
Zanesville Recorder & Signal—Laura Poe.

OKLAHOMA

Ada News—Ruth Shipe.
Alva Review-Courier—Ruth Hendricks.
Bartlesville Enterprise—Meda Smith.
Battlesville Examiner—Ruth V. Welty.
Bristow Record—Mrs. Cy D. Covey.
Chickasha Express—Miss Sarah Ellis.
Clinton News—Betty Dale.
Cushing Citizen—Margaret High.
Durant Democrat—Mrs. R. Canterberry.
Elk City News—Clarece Ann Sheets.
Enid News-Eagle—Evelyn Messer.
Frederick Leader—Mrs. J. L. Newland.
Henryetta Free-Lance—Miss Mildred Hare.
Hobart Democrat Chief—Mrs. E. B. Lampkin.
Holdenville News—Lucille Traylor.
Hugo News—Mrs. Laura Pardue.
Lawton Constitution—Cleva Joyner.
Mangum Star—Nell Stutlz.
Miami News-Record—Pauline Sandmire.
Norman Transcript—Hazel Fowler.
Oklahoma City News—Irene Bowers Sells.
Oklahoma City Oklahoman & Times—Ina Gainer, Dorothy West.
Pawhuska Journal Capital—Miss Irene Worten.
Ponca City News—Bernice Denny Vance.
Seminole News—Maybelle Davis.
Seminole Producer—Maxine Arnold.
Shawnee News-Star—Mrs. H. T. Townsend.
Stillwater-Press—Mrs. W. S. Hinkel.
Tulsa Tribune—Ella Wyatt Davis.
Vinita Leader & Journal—Cleta Elliott.
Wewoka Times-Den.—Margaret Davis.
Woodward Press—Irene Gay.

OREGON

Bend Bulletin—M. G. Cleeson.
Eugene Register-Guard—Marian Laury.
Grants Pass Courier—Tressa Bunch.
Medford News—Olive Clifford.
Medford Tribune—Eva Nealon.
Oregon City Enterprise—Myra Adcock.
Pendleton E. Oregonian—Mrs. Elsie Dickson.
Portland Journal—Mildred Weeks, Ruth Hopkins, Mary Wodall.
Portland News-Telegram—Elizabeth Hailey.
Portland Oregonian—Francesca DeKum, Freda. Goodrich Mowrey.
Roseburg News-Review—Lotus Knight Porter.
Salem Statesman—Olive Doak.

PENNSYLVANIA

Allentown Call—Marguerite Moyer.
Allentown Chronicle-News—Martha Schlotterer.
Altoona Tribune—Mrs. Robert D. Price.
Ardmore Main Line Times—Susan B. Stewart.
Beaver Falls News-Tribune—Miss Margaret Bradshaw.
Bradford Era—Mary Yvo Flanigan.
Brownsville Telegraph—Faye Smith.
Chester Times—Dorothy Buckman Wilson.
Connellsville Courier—Lynne B. Kincell, society ed.
Corry Journal—Thelma King.
East Stroudsburg Sun—Margaret Evans.
Erie Times—Mary McKee.
Franklin News-Herald—Helen F. Deck.
Homestead Messenger—Elizabeth Wilson Owston.
Jeannette News Dispatch—Chas. Doberneck.
Johnstown Democrat—Mrs. Georgia Bailey.
Lancaster Intelligencer-Journal—May Kroeger, Edna B. Jeffries.
Lebanon News-Times—M. Elizabeth Uhrich.
Lewistown Sentinel—Mrs. Marion Meyers.
Lock Haven Express—Miss Mary Hess.
Meadville Tribune-Republican—Gertrude Dee Thomas.
Mechanicsburg Local News—Martha Rhodmaker.
Norristown Register—Delia P. Gibson.
Norristown Times Herald—Margaret Weaver.
Oil City Derrick—Edith Lewis.
Philadelphia Inquirer—Mary D. Scholl.
Philadelphia News—Mabel Love.
Philadelphia Record — Anne Hirst Curry, woman's page ed., Judy Jennings, society ed.
Philadelphia Public Ledger—Aubrey G. W. Mends.
Phoenixville Republican—Rosetta Fox.
Pittsburgh Post-Gazette—Susan Nevin, Mrs. L. W. Gavay.
Pittsburgh Press—Evelyn Burke.
Pittsburgh Sun Telegraph—Bernice Shine.
Pottstown News—Marie Nofer Tisdale.
Pottsville Journal—Perdita Pence Howell.
Reading Eagle—Mrs. Miriam Gruber Stryker.
Reading Times—Frances M. Hamel.
Scranton Scrantonian—Elizabeth Reynolds.
Scranton Sun—Mardge Addams.
Scranton Republican—Wilhelmina Weichel.
Scranton Times—Leona Fay.
Sharon Herald—Marian Shatto.
Sharon News-Telegraph—Gertrude M. Myers.
Tarontum News—Mrs. Julia Rishel.
Uniontown News Standard—Grace Graham.
Waynesboro Record-Herald—Rosella Wagner.
West Chester Local News—E. Jeanette Short.
Wilkes-Barre Independent—Rose Klein.
Wilkes-Barre Times-Leader—Mrs. Gertrude Costello.
York Gazette & Daily—Mary McManus.

RHODE ISLAND

Newport News—E. E. Jemail.
Pawtucket-Times—Joseph Costello.
Providence News-Tribune—Miss Elizabeth Williams.
West Warwick Times—Wilton P. Hudson.
Woonsocket Call—Elinor V. Arnold.

SOUTH CAROLINA

Anderson Indep.-Tribune-Mail—Mrs. Harriet Miller, Mrs. Carrie McCully-Patrick.
Columbia State—Miss Mary Bouknight.
Greenville News & Piedmont—Miss Luttie McGee (N) Mrs. W. P. Barton, (Piedmont)
Greenwood Index-Journal—Miss Frances Lide.
Spartanburg Her.-Journ.—Mrs. M. A. Phifer, Miss Hattie Boyd.
Union Times—Mumie L. Rice.

SOUTH DAKOTA

Aberdeen News-American — Nancy Tribble Rozendahl.
Huron Huronite—Margaret Blystone.
Madison Sentinel—Vera Anderson.
Mitchell Republican—Lenore Ostrander.
Pierre Journal—Evelyn M. Swartz.
Sioux Falls Argus-Leader—Miss Nettie B. Cardin.
Watertown Pub. Opinion—Mrs. George B. Elliott
Yankton Press—Ida M. Reese.

TENNESSEE

Athens Post-Athenian—Daisy Rice Spradling.
Chattanooga News—Miss Adelaide Cooke.
Chattanooga Times—Jessie Turner.
Clarksville Chronicle—Miss Virginia Anderson.
Columbia Herald—Miss Lucia Cabell Brown.
Dyersburg Gazette—Mrs. Madge Nowlin.
Jackson Sun—Mrs. E. S. Stegall.
Johnson City Chronicle-News—Martha Mahoney.
Knoxville Journal—Patty Boyd, Pauline Smith.
Knoxville News-Sentinel—Mrs. Lula H. Hubbell.
Memphis Appeal—Ida Penn.
Memphis Press-Scimitar—Pearl Ray Cox.
Murfreesboro News-Journal—Sara E. King.
Nashville Banner—Fermine Pride.

TEXAS

Abilene Reporter-News—Mrs. R. L. Faucett.
Amarillo Globe News—Miss Sophia Meyer.
Big Spring Herald—Mrs. Ona Reagan Parsons.
Borger Herald—Miss Nora Gambill.
Breckenridge American—Kathleen Haynes.
Brenham Banner-Press—Ruby Robertson.
Brownsville Herald—Miss Marjorie Reil.
Brownwood Bulletin—Mrs. Flora Anderson.
Childreas Index—Myrtle Martin.
Commerce Journal—Mrs. S. P. Hart.
Corpus Christi Caller Times—Stella Roach.
Dallas News—Miss Mary Carter Toomey.
Dallas Times-Herald—Allena Duff James.
Denton Record Chronicle—Mrs. Wm. C. Edwards.
Edinburg Review—Marie Jones.
El Paso El Continental—M. Orranatia.
El Paso Herald Post—Miss Betty Luther.
El Paso Times—Ollie P. Lansden.
Fort Worth Press—Mrs. Edith A. Guedry.
Fort Worth Star-Telegram—Mary Sears, Bernice Foy.
Galveston News-Tribune—Virginia Gurn, Mary Woods.
Greenville Banner—Miss Ollie Coone.
Greenville Herald—Gladys Poole.
Hillsboro Mirror—Miss Thelma Webb.
Houston Press—Mrs. Grace Calvin.
Kilgore News—Evelyn Compton Frazier.
Longview Journal—Miss Berenice Northcutt.
Lonview News—Miss Berenice Northcutt.
Lubbock Avalanche Journal—Blanche E. Bean.
Marlin Democrat—Mrs. Roy Eddius.
McKinney Courier-Gazette—Mrs. J. Ollie Smith.
Mexia News—Mrs. H. P. Forrest.
Midland Rep.-Telegram—Mrs. R. E. Witty.
Mineral Wells Index—LaRue De Busk.

(Continued on page 226)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 225)

Society and Women's Page Editors

Palestine Herald—Mrs. J. T. Carlisle.
Pampa News—Mrs. Olin E. Hinkle.
Paris Dinner Horn—Mrs. Catherine T. Snyder.
Paris News—Miss Maude Neville.
Ranger Times—Arritta Davenport.
San Angelo Standard-Times—Ruby Lewis.
San Antonio La Prensa—Mrs. Beatriz B. Allen.
San Antonio Light—Clara C. Pancost.
San Benito Light—Mrs. Minnie C. Gilbert.
Sherman Democrat—Mrs. Fern Jefferson.
Sulphur Springs News-Telegram—Miss Christine Gee.
Sweetwater Reporter—Mrs. Ione Perry.
Taylor Press—Mrs. Ruth Lancaster.
Temple Telegram—Doris Killingsworth.
Terrell Tribune—Miss Sybil Chambers.
Tyler Times-Telegraph—Miss Sarah McClendon.
Waco News Tribune—Helen Pool.
Waxahachie Light—Miss Marion Betts.
Wichita Falls Times-Rec.-News—Mrs. T. H. Clement, Times, Mrs. L. N. Cason, R.-N.
Yoakum Herald—Wilma Bass.

UTAH

Brigham Box Elder Journal—Mrs. R. A. Madsen.
Ogden Standar-Examiner—Mary M. Boyd.
Provo Herald—Ethel D. Rambeau.
Salt Lake News—Isabel Hoggan.
Salt Lake Tribune—Mrs. W. M. McCrea.
Salt Lake Telegram—Mrs. Edith M. Hines.

VERMONT

Brattleboro Reformer—Mrs. Grace K. Doak.
Bennington Banner—Miss Agnes Rockwood.
Rutland Herald—H. E. Mattison.
St. Johnsbury Caledonian-Record — Mildred Byers.

VIRGINIA

Bristol Herald-Courier—Mrs. Nat Copenhaver, Mrs. Lilian Childress.
Danville Reg.-Bee—Kate Wilkinson.
Harrisburg Telegraph—Gladys Boland Ritchie.
Harrisonburg News-Record—J. Wilton.
Newport News Times-Herald—Mrs. Margaret Flannagan.
Newport News Press—Margaret Flannagan.
Norfolk Virginian-Pilot—Bessy Chamberlaine.
Petersburg Progress-Index—H. Louise Aaron.
Portsmouth Star—Lelia J. Triplett.
Pulaski Times—Mrs. Thomas Combiths.
Roanoke World-Mews—Mrs. J. W. Sherman.
Staunton News-Leader—Mrs. N. D. Drexel.
Suffolk New-Herald—Mrs. Clyde Rodgers.
Waynesboro News-Virginian—Janet Brand.
Winchester Star—Miss Eliza Tucker.

WASHINGTON

Aberdeen World—Mrs. P. R. Hinton.
Bellingham News—Mrs. S. E. Rugg.
Bellingham Herald—Christy Simpson.
Centralia Chronicle—Dorothy Dickinson.
Everett News—Arlene Smith.
Longview News—Ruth Sweeney.
Olympia Olympian—Helen Hollingsworth.
Seattle Post-Intelligencer—Paul Donaldson, (W. P.) Helene Cole. (Soc.)
Seattle Star—Mrs. Lillian L. Ballister.
Spokane Press—Myrtle Gaylord.
Spokane Spokesman-Review—Mrs. M. S. Watrous.
Tacoma Times—Echo Haasarud, Gene Armstrong.
Vancouver Columbian—Mrs. Margaret Newell.
Walla Walla Bulletin—Miss Iris Little.
Walla Walla Union—Mrs. Dan Cheney.
Yakima Herald—Helen Whitney.
Yakima Daily Republic—Lorna Cherry.

WEST VIRGINIA

Beckley Post-Herald—Mrs. Hoke Monroe.
Bluefield Telegraph & News, Times Leader—Miss Goldie Perry, (Tele.) Miss Grace Hamilton (N, T, L)
Charleston Gazette—Mrs. Virginia Howard.
Clarksburg Exponent & Telegram—Virginia F. Bates, (Telegram Margaret Tucker (Exponent)
Fairmont W. Virginian—Elizabeth Stone.
Hinton News—Mary Alice Corker.
Huntington Herald-Dispatch—Doris Derring.
Parkersburg Setinel—Teresa Kivlehan.
Point Pleasant Register—Anita I. Hite.
Welch News—Mrs. L. L. Drewry.
Wellsburg Herald—Gwen Kirker.
Wheeling Register—Mrs. Andrew Ruckman.
Williamson News—Mrs. N. W. Curry.

WISCONSIN

Antigo Journal—Petranella Hull.
Appleton Post-Crescent—Miss Nellie Chamberlain.
Ashland Press—Mrs. R. F. Merritt.
Berlin Journal—Miss Mildred Nagle.
Biloit News—Harriet Dawson.
Eau Claire Leader-Telegram—Elinor Bartlett.
Fond du Lac Reporter—Miss Mabel Ford.
Green Bay Press-Gazette—Mrs. Lucille Bystrom.
Janesville Gazette—Peg O'Brien.
Kenosha News—Marie Ludwig.
La Crosse Leader-Press—Susan McCabe.
Madison Times—Mary Brandel.
Madison Journal—Helen Cretney.
Manitowoc Herald-News—Elizabeth Maier.
Marshfield News-Herald—Miss Carola Wright.
Merrill Herald—Carla Foster.
Milwaukee Journal—Aileen Ryan, Marcella Salb.
Milwaukee Leader—Dorothy Axt.
Oshkosh Northwestern—Helen Whittelsey, Rosilind Hartske.
Racine Journal News—Dorothy Lawton.
Racine Call—Mrs. Alice Duchman.
Rhinelander News—Myrtle Borchardt.
Stoughton Courier-Hub—Mrs. Ruby Palmer.
Superior Telegram—Mrs. Burnette Peterson.
Waukesha Freeman—Miss Hazel S. Bivins.
Wausau Record-Herald—Mrs. Mona B. Walworth.
Wisconsin Rapids Tribune—Janet Fontaine.

WYOMING

Casper Tribune-Herald—Mrs. Harry Stuckenhoff.
Laramie Repub.-Boomerang—Jean Moore Barratt.
Sheridan Press—C. Petrofsky.

ALASKA

Cordova Times—Mrs. Margaret Anderson.
Ketchikan Chronicle—Mrs. Frank Ross.

HAWAII

Hilo Tribune-Herald—Mrs. Virginia Hill.
Honolulu Advertiser—Miss Louise Lucas.
Honolulu Hochi—Miss K. Tsushima.
Honolulu Star Bulletin—Miss Lorraine Kuck.

CANADA

ALBERTA

Calgary Albertan—Mary McLean.
Calgary Herald—Miss Jean Alexander.
Edmonton Bulletin—Miss Lotta Dempsey.
Edmonton Journal—Miss A. Donnelly, Miss J. Potter.
Lethbridge Herald—Mrs. G. F. Bletcher.
Victoria Times—Mrs. H. P. Hodges.

BRITISH COLUMBIA

Nelson News—Mrs. M. J. Vigneax.
New Westminster B. Columbian—Miss C. Purkis, Mrs. C. D. Peele.
Trail Times—Mrs. M. Emsley.
Vancouver Star—Miss Laree R. Spray.
Vancouver Sun—Helen E. Effinger.

MANITOBA

Winnipeg Press—Mrs. C. E. L'Ami.
Winnipeg Tribune—Emily Boswell.

NEW BRUNSWICK

Moncton Transcript—Jean Cook.
Saint John Tele.-Journ.-Times-Globe — Miss Frances Gilbert.

NOVA SCOTIA

Halifax Herald Mail—Miss A. Houston.
Sydney Post—Miss Bey Barrington.
Sydney Record—Miss G. Clauesson.

ONTARIO

Belleville Intelligencer—Agnes Gallagher.
Chatham News—Mrs. Mary McCoig.
Galt Reporter—Miss K. Scott.
Hamilton Herald—Miss Nora F. Henderson.
Hamilton Spectator—Miss O. M. Carrick.
Kingston Whig-Standard—Miss Laura Kilborn.
Kitchener Record—Miss Lila Donley.
Niagara Falls Review—Miss W. Stoker.
Ottawa Citizen—Isabel C. Armstrong.
Ottawa Le Droit—Miss Campeau.
Owen Sound Sun-Times—Miss D. Deans.
Peterboro Examiner—Miss C. McCarthy.
Sarnia Observer—Miss Ruth Henderson.
Sault St. Marie Star—Alice Ross.
St. Catharines Standard—Mrs. E. M. MacKay.
Stratford Beacon-Herald—Miss T. Macklin.
Toronto Globe—Miss Margaret McCrimmon.
Toronto Mail Empire—Pearl S. McCarthy.
Toronto Star—Miss Helen McMillan.
Toronto Telegram—Major B. S. Wemp.
Windsor Star—Clarice Tapson.

QUEBEC

Montreal Herald—Helen Murphy.
Montreal La Patrie—Miss G. Cornellier, Miss G. Gilbert.
Montreal La Presse—Mlle. Gilberte Roby, Mme. L. Hurteau.
Montreal le Devoir—Jeanne Metivier.
Montreal Standard—Heather Black.
Montreal Star—Miss G. Holland.
Quebec L'Evenement—M. Bernier, M. Boissonnault.
Quebec L'Action—Miss Jeanne Talbot.
Sherbrook Tribune—Miss Louise Richard.

SASKATCHEWAN

Moose Jaw Times & Times Herald—Mrs. E. L. Storer.
Regina Leader-Post—Miss Irene Moore.
Regina Star—Miss K. Demorest.
Saskatoon Star-Phoenix—Miss K. Robertson.

GRAVURE EDITORS

ALABAMA

Birmingham News & Age Herald—E. M. Henderson, Jr.

CALIFORNIA

Long Beach Press-Telegram—Homer Johnston.
Los Angeles Times—Ralph Braddock.
San Francisco Chronicle—Stanley Mitchell.

COLORADO

Denver Post—Ellen Todd.
Denver Rocky Mountain News—Loudon Kelly.

CONNECTICUT

Hartford Courant—Mary E. J. Lally.
New Britian Record—Clifford Ahein.

DISTRICT OF COLUMBIA

Washington Post—Nelson Bell.
Washington Star—L. M. Brown.

FLORIDA

Miami News—O. F. McIntyre.

GEORGIA

Atlanta Journal—Angna Peterson.

ILLINOIS

Chicago Times—Harry Hunt, Don de Michaels.
Peoria Journal-Transcript—R. M. Shepardson.
Peoria Star—Harry Gates.
Rockford Register-Republic—Edward Aitchison.

INDIANA

Indianapolis Star—Don McClure.

IOWA

Des Moines Register & Tribune—Vernon Pope.

KANSAS

Wichita Eagle—Paul Wellman.

KENTUCKY

Louisville Courier-Journal—Castner Browder.

MARYLAND

Baltimore News & American—A. F. Southwick.
Baltimore Sun—H. Lowry Gooling.
New Bedford Standard—H. D. Jacobs.
Springfield Republican—A. Murray Dyer.

MASSACHUSETTS

New Bedford Standard—H. D. Jacobs.
Springfield Republican—A. Murray Dyer.

MICHIGAN

Detroit Free Press—Harvey Klemmer.
Detroit News—W. M. Park.
Lansing State Journal—J. S. Bateman.

MINNESOTA

Owatonna Press—Quinn Hall.

MISSOURI

Columbia Tribune—Rowland H. Smith.
Kansas City Journal Post—Tom Collins.
Kansas City Star—E. B. Garnett.
St. Louis Globe-Democrat—Walter H. Ames.
St. Louis Times—J. R. Beatty.

NEBRASKA

Omaha World-Herald—Volta Torrey.

NEVADA

Reno Journal—Norman Bell.

NEW JERSEY

Atlantic City Press-Union—James Fox.
Camden Post-Courier—Howard F. Shivers.
Newark Call—Edward F. Bataille.

NEW YORK

Buffalo Courier-Express—Merle D. James.
Buffalo Times—Sam Hippler.
Jamaica Long Island Press—Lee Benn.
New York Corriere D'America—K. G. Moshetti.
New York Herald Tribune—Marcus Duffield.
New York News—William White.
New York Post—Thomas McVeigh.
New York Times—Charles M. Graves.
New York World-Telegram—Elmer Roessner, James Collins.
Syracuse Herald—Chester B. Bahn.
Troy Observer-Budget—E. R. Collins.
White Plains Reporter—King Features.

OHIO

Cincinnati Enquirer—Wm. Brilmayer.
Cleveland Plain Dealer—C. C. Caldwell.
Columbus Journal—Howard A. White.
Youngstown Vindicator—Arthur D. Maag.

PENNSYLVANIA

Philadelphia Inquirer—Wm. J. Yeoell.
Philadelphia Record—C. Kenneth McCaleb.
Philadelphia Public Ledger—F. N. Nelson.
Pittsburgh Sun-Telegram—Roy Jansen.
Scranton Scrantonian—Alex Thompson.

TENNESSEE

Memphis Appeal—Leroy Pope.

TEXAS

Houston Chronicle—H. M. Sheppard.
Taylor Press—Lydia Meester.

VIRGINIA

Newport News-Press—Edward Travis.
Newport News-Times-Herald—G. E. Travis.

WASHINGTON

Spokane Press—John Fearon.

WEST VIRGINIA

Charleston Gazette—Kendall Vintroux.

WISCONSIN

Milwaukee Journal—Sherman Brittell.

HAWAII

Honolulu Hochi—B. Moran.

CANADA

MANITOBA

Winnipeg Press—Arch Dale.

ONTARIO

Toronto Star Weekly—J. H. Cranston.
Toronto Telegram—W. Hearst.

QUEBEC

Montreal La Patrie—Marc Rene de Cotret.
Montreal La Presse—P. A. Cote.
Montreal Standard—John M. Black.

RELIGIOUS EDITORS

ALABAMA

Birmingham News & Age-Herald—Mrs. L. B. Dickinson.
Birmingham Post—Lewey Robinson.
Mobile Press—Ruth Huger.
Selma Times Journal—Mrs. Clara Callaway Seay.
Tuscaloosa News—Ruth Huff.

ARIZONA

Phoenix Republic & Gazette—Mrs. Pauline Bates.
Yuma Sun—K. E. Allen.

ARKANSAS

Fort Smith Southwest American & Times Record—Eddie Hicks.
Little Rock Arkansas Gazette—Lulu Hanna.

CALIFORNIA

Alameda Times-Star—G. Clifford Nickell.
Berkeley Gazette—Edna Andrews.
Celton Courier—Ione Lee, Dan Conway.
El Centro Imperial Valley Press—Mrs. Earle Davis.
Fresno Republican—Fred Weigel.
Long Beach Sun—Jeanne O. Potter.
Long Beach Press-Telegram—Beth Settle.
Los Angeles Illustrated News—R. F. Hallisey.
Los Angeles Times—James Warnack.
Oakland Post-Enquirer—La Verne Malotte.
Oceanside Blade-Tribune—Walter Hillam.
Pasadena Post—Margaret Stovall.
Pasadena Star-News—Thorval Tunheim.
Redlands Facts—F. K. Arthur.
Richmond Independent —Mrs. Mary Bergstresser.
Sacramento Union—Howard Kennedy.
San Diego Sun—Oriole Evans.
San Francisco Chronicle—D. C. Williams.
San Francisco News—Esther Johnson.
San Jose Mercury Herald—Richard Houghton.
San Jose News—Richard Barrett.
Santa Ana Register—Roch Bradshaw.
Santa Monica—Dorothy Warren.

COLORADO

Alamosa Courier—J. L. Elicker.
Canon City American—Lucille Bunten.
Canon City Record—Marion Hardy.
Denver Post—Dorothy Battle.
Denver Rocky Mountain News—Mary Ruth Barry.
La Junta Democrat—James A. Sevitz.

CONNECTICUT

Bridgeport Times-Star—W. Nicholas.
Hartford Courant—H. S. Spencer.
So. Norwalk Sentinel—Herbert Schwartz.
Stamford Advocate—R. H. Montgomery.
Torrington Register—H. W. Knickerbocker.

DISTRICT OF COLUMBIA

Washington News—Edward Tabor.
Washington Post—David Rankin Barbee.
Washington Star—L. C. Linthicum.

FLORIDA

Miami News—Agnew Welsh.
Pensacola News-Journal—John D. Thomas.
Tampa Times—Dr. Graham Forrester.
Tampa Tribune—Mack Hedrick.

GEORGIA

Atlanta Journal—John M. Smith.
Macon News—J. R. Mosely.
Macon Telegraph—J. R. Moseley.

IDAHO

Boise Capital News—Mrs. Etta Nelson.
Boise Idaho Statesman—J. W. Hodge.
Coeur d'Alene Press—Francis Cope.
Twin Falls News—James D. Whelan.

ILLINOIS

Aurora Beacon-News—Howard Clarke.
Bloomington Pantagraph—Catherine Hoobler.
Canton Ledger—Lois Stimeling.
Carlinville Enquirer—F. R. Shanner.
Chicago Times—Virginia Sandberg.
Macomb Journal—L. A. Randolph.
Moline Dispatch—Helen Johnson.
Peoria Journal-Transcript—Dr. Wm. Smith.
Peoria Star—Chas. E. Barnum.
Quincy Herald-Whig—W. T. Bennett.
Rock Island Argus—Frank E. Brandt.
Springfield Illinois State Journal — Ferne Lippott.
Waukegan News-Sun—Gladys Worsley.
West Frankfort American—W. A. Kelly.

INDIANA

Bicknell News—R. E. Osborn.
Connersville Examiner—Fidelis Figert.
Evansville Press—Harriett Jenner.
Fort Wayne Journal-Gazette—Arthur M. Paulison.
Huntington Herald-Press—Cash Keller.
Indianapolis News—Wayne Guthrie.
Indianapolis Times—Walter D. Hickman.
Princeton Clarion-News—Robert Lawrence.
Richmond Palladium & Item—Louise Krone, Caroline Mound.
South Bend News-Times—Kathleen Smallzried.
Terre Haute Star—Lloyd Adamson.
Vincennes Sun-Commercial—Mary Dee Latham.
Warsaw Times—Elva Hudson.

IOWA

Ames Tribune-Times—Floyd H. Corliss.
Cedar Rapids Gazette-Republican—Fred Henson.
Clarinda Herald—P. B. Woolson.
Des Moines Register & Tribune—Agnes Arney, Lois Thornburg.
Keokuk Gate City—F. C. Smith.
Mason City Globe-Gazette—Enoch Norem.

KANSAS

Abilene Reflector—Henry Jameson.
Chanute Tribune—Fletcher MacLary.
Emporia Gazette—Mabel Jones.

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PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 226)

Religious Editors

Pratt Tribune—Mrs. Frances Tupper.
Topeka State Journal—Arthur Carruth, III.
Wichita Beacon—O. C. Emery.

KENTUCKY

Danville Kentucky Advocate—W. O. McIntyre.
Louisville Herald Post—Miss Marian Gaines.
Owensboro Messenger Inquirer—Mrs. D. H. Parr.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau.
New Orleans States—J. B. Peddicord.

MAINE

Portland News—Dorothy Whipple.

MARYLAND

Baltimore News & American—Exum Carter Hadley.
Baltimore Sun—Amelia Muller.

MASSACHUSETTS

Boston Transcript—Herbert H. Fletcher.
Fall River Herald News—Arthur S. Reseigh.
Framingham News—Ralph F. Dewey.
Holyoke Transcript—Catherine Moriarty.
Lawrence Eagle Tribune—Helen T. Saunders.
Lynn Item—Willard Clarkson Chase.
Medford Mercury—George Norris.
New Bedford Standard—Ellis Norris.
Quincy Patriot Ledger—Ruth Lothrop.
Springfield Republican—Curtis Donnell.
Wakefield Item—Stanley O. Urquhart.
Worcester Post—William Dewing.

MICHIGAN

Ann Arbor News—Donald McLean.
Battle Creek Moon-Journal—Laverne Wilson.
Big Rapids Pioneer—L. V. Williams.
Cadillac News—Mrs. T. O. Huckle.
Detroit Free Press—Jos. Maloney.
Detroit News—Henry G. Hoch.
Flint Journal—Dante E. Levi.
Grand Rapids Herald—Minne Powers.
Kalamazoo Gazette—Phillip A. Wight.
Lansing State Journal—Howard Rugg.
Monroe News—Josephine Burkit.
Muskegon Chronicle—Ralph W. Eggert.
Port Huron Times Herald—W. H. Davis.
Saginaw News—Glover Gage.
St. Joseph Herald-Press—Mrs. Laura E. Witt.
Wyandotte Record—George M. Adams.

MINNESOTA

Brainerd Dispatch—Clarence Dahlen.
Duluth Herald—J. A. Stuart.
Fairmont Sentinel—A. L. Dundas.
Hibbing Tribune—Eula B. Oliver.
Minneapolis Star—Rev. Frank Nelson.
Minneapolis Tribune—N. E. Mabey.
Red Wing Republican—H. V. Peterson.
St. Cloud Times-Journal—Lydia Gorman.
Willmar Tribune—O. B. Augustson.

MISSISSIPPI

Laurel Leader-Call—E. E. Hoffman.
West Point Times Leader—Dr. Floyd Wright.

MISSOURI

Cameron News-Observer—Thos. B. Witt.
Columbia Tribune—L. H. Edwards.
Kansas City Star—C. V. Stansell.
Springfield News & Leader—Beth Campbell
St. Joseph News-Press & Gazette—Lea Mae Kimmel, Ruth Myers
St. Louis Globe-Democrat—Julia C. Underwood.
St. Louis Times—A. R. Aldridge.
Springfield Press—Mildred Criger.

MONTANA

Livingston Enterprise—W. H. Flint.
Moberly Monitor-Index—Mrs. Irene Appleman.

NEBRASKA

Lincoln Nebraska State Journal—Robert Mossholder.
Omaha Bee-News—Ruth Godfrey.
Omaha World-Herald—Helene Snyder.

NEVADA

Reno Journal—Carl Quist.

NEW JERSEY

Atlantic City Press-Union—Allyn Jones.
Camden Post-Courier—Archie Hall.
Hoboken Jersey Observer—C. Brody.
Newark Call—G. W. Thorne.
Newark Ledger—Agnes Fahy.
Newark News—Miss Grace McKinney.
Orange Courier—Whitney Ball.
Paterson Call—Susan Contesse.
Patterson News—Jack Temberg.
Trenton Times, Advertiser Gazette—Vincent A. Weiss, Helen W. John.

NEW YORK

Albany News—Zoe B. Fales.
Albany Knickerbocker Press—Charles Lathrop.
Binghamton Sun—Virginia Hammond.
Bronx Home News—Philip Kanter.
Brooklyn Citizen—Anthony J. Casey.
Brooklyn Eagle—Mrs. Esther Coster.
Buffalo Times—Rod Reed.
Buffalo Courier-Express—Edwin J. Lebherz.
Elmira Star-Gazette—Burr Hurlburt.
Jamaica Long Island Press—Mrs. Newman.
Long Island City Star—E. B. Van Zile.
Mt. Vernon Argus—Margaret Coogan.
New York Jewish Day—I. Danzis.
New York Jewish Journal & News—Emphraim Caplan.
New York Post—Henry Beckett.
New York Staats-Zeitung-Herald—Leo Bass.
New York Sun—Raymond Bailey.
New York Times—Rachel K. McDowell.
North Tonawanda News—E. C. Pohl.
New York World-Telegram—Dr. William A. Nichols.
Oneonta Star—A. Bertram Davis.
Oswego Palladium-Times—C. T. Leighton.
Poughkeepsie Eagle-News—Rose Shames.
Poughkeepsie Star—Laura C. Russell.
Rochester Times-Union—J. R. Childs.
Schenectady Union Star—Walter H. Main.
White Plains Reporter—M. Hasselbalch.

NORTH CAROLINA

Burlington Times-News—Florine Robertson.
Charlotte News—Miss Margaret Bedell.
Charlotte Observer—Tom Watkins.
Raleigh Times—J. M. Allen.
Wilson Times—J. D. Gold.

OHIO

Akron Journal—Harold J. Taylor.
Akron Times-Press—John Botzum.
Chillicothe Gazette—W. E. Beeler.
Cincinnati Enquirer—Ann Russell.
Cincinnati Post—Robert Otto.
Cincinnati Times-Star—Paul Sullivan.
Cleveland Plain Dealer—Guy Clemmitt.
Cleveland Press—Theodore Andrien.
Columbus Journal—Jas. H. Speckman.
Columbus Citizen—Pauline Smith.
Dayton Herald—Lawrence Andrews.
E. Liverpool Review—Tom T. Jones.
Fostoria Review—Margaret Kisabeth.
Fostoria Times—J. H. Williams.
Hamilton Journal—Frances Eberling.
Hamilton News—Mrs. Eleanor Spencer.
Lorain Journal—C. L. Kieffer.
Lorain Times-Herald—Jos. Bors.
Mt. Vernon News—J. E. Devalon.
Newark Advocate—Charles Long.
New Philadelphia Times—I. D. Empfield.
Piqua Call—Ray H. Heater.
Springfield News-Sun—Anna Marie Tennant.
Tiffin Advertiser—Cora Fiege.
Toledo Blade—Helen Murphy.
Toledo News-Bee—Ernest Curley.
Warren Chronicle—Kate Elliott Foley.
Xenia Gazette—Rev. W. H. Tilford.
Youngstown Vindicator—Chas. Carson.
Zanesville Times-Signal—S. M. Worstall.

OKLAHOMA

Oklahoma City News—Leroy Plumley.
Oklahoma City Times—Carl Jenkins.
Shawnee News-Star—Mrs. H. T. Townsend.

OREGON

Bend Bulletin—Remey M. Cox.
Portland Journal—Ernest Peterson.
Portland Orgonian—Adelaide V. Lake.
Roseburg News-Review—Chas. V. Stanton.
Salem Statesman—Genevieve Morgan.

PENNSYLVANIA

Allentown Call—Spurgeon A. Weston.
Allentown Chronicle & News—William F. Tait.
Ardmore Main Line Times—Ellis T. Cooke.
Bradford Era—M. R. Fiscus.
Brownsville Telegraph—Miss Faye Smith.
Chester Times—Dr. Henry C. Vedder.
East Strousburg Sun—Chas. A. Keiper.
Hanover Sun—H. B. Hostetter.
Homestead Messenger—P. Mattern.
Lebanon News-Times—Peter W. Huber.
Lewistown Sentinel—Nevin F. Gutshall.
Morristown Register—Harold McCuen.
Philadelphia Inquirer—Carl F. Will.
Philadelphia Record—Thomas Phelan.
Phoenixville Republican—S. H. Umstad.
Pittsburgh Press—Donald B. Hirsch.
Pittsburgh Sun Telegraph—J. J. Manning.
Reading Eagle—Beniamin A. Fryer.
Reading Times—Clifford Spohn.
Scranton Sun—Jeannette Ruth C. Reese.
Scranton Republican—Morton Piper.
Scranton Times—M. E. Sandeas.
Wilkes-Barre Times-Leader—John C. Hart.
York Gazette & Daily—Mrs. Elizabeth Zimmerman.

RHODE ISLAND

Providence News-Tribune—John Minkins.
W. Warwick Times—Wilton P. Hudson.
Woonsocket Call—Elinor V. Arnold.

SOUTH CAROLINA

Anderson Independent-Tribune-Mail—Ind.: Z. W. Meeks.

SOUTH DAKOTA

Aberdeen News-American—Howard C. Anderson.
Sioux Falls Argus-Leader—A. Derome.

TENNESSEE

Athens Post-Athenian—Fred E. Wankan.
Chattanooga News—W. C. Thurman.
Johnson City Chronicle News—Fred Hoss.
Knoxville Journal—Pete Mahan.
Knoxille News-Sentinenl—John Hightower.
Memphis Press-Scimitar—Carrie Wooldridge.
Nashville Banner—Florence Wilson.

TEXAS

Amarillo Globe News—Miss Mildred True.
Dallas News—North Bigbee.
Fort Worth Press—Leora Bennett.
Greenville Banner—Ker Leo Johnson.
Hillsboro Mirror—John G. Rian.
Houston Press—Mrs. Sue Sartain Barnett.
Mexia News—Miss Willie Mae Stewart.
Paris News—Miss Maude Neville.
San Antonio Light—Frank Laro.
Sherman Democrat—Mrs. Fern Jefferson.
Taylor Press—L. M. Schonerstedt.
Temple Telegram—M. Allen Baker.
Terrill Tribune—E. Y. Horn.
Waco Tribune-Herald—Ruth Schick.

UTAH

Salt Lake Deseret News—Henry Smith.

VERMONT

Brattleboro Reformer—W. A. Gilbert.
Rutland Herald—A. Granger.

VIRGINIA

Harrisonburg News-Record—J. R. Lineweaver.
Newport News Press—H. H. Wilkinson.
Newport News Times Herald—T. E. Johnson.
Norfolk Virginian-Pilot—Sam T. Potts.
Portsmouth Star—Bob Barber.
Suffolk News-Herald—Homer Fielding.

WASHINGTON

Longview News—Louise Clearman.
Olympia Olympian—Dave Adams.
Seattle Post-Intelligencer—Walter Rue.
Spokane Press—Margaret Martin.
Vancouver Columbian—Thomas Walsh.
Walla Walla Bulletin—Mrs. Velma K. McGrath.

WEST VIRGINIA

Charleston Gazette—W. H. Maginnis.
Clarksburg Exponent & Telegram—W. C. Morrison, Marg. Tucker.
Fairmont W. Virginian—Sara Evans.
Parkersburg Sentinel—Paul Handke.

WISCONSIN

Madison Times—Mary Brandel.
Marshfield News-Herald—Rev. P. J. Schroeder.
Merrill Herald—Wm. Allen.
Milwaukee Journal—Horace Powell.
Oshkosh Northwestern—Aaron J. Mace.
Racine Journal-News—E. J. Morgan.
Wausau Record-Herald—A. M. Hawley.
Wisconsin Rapids-Tribune—Lorena Raap.

HAWAII

Honolulu Star Bulletin—Miss Gwenfread Allen.

CANADA

ALBERTA

Calgary Herald—John E. Wodell.
Edmonton Bulletin—John Oliver.
Edmonton Journal—A. F. Fullerton.

BRITISH COLUMBIA

New Westminster British Columbian—Nil.
Vancouver Star—G. A. Sivertz.
Vancouver Sun—C. E. Tanner.
Victoria Times—Frank Pagett.

MANITOBA

Winnipeg Press—F. M. Marter.
Winnipeg Tribune—Edgar E. Whitehouse.

ONTARIO

Hamilton Herald—John Bailey.
Hamilton Spectator—Cecil Williams.
Kingston Whig-Standard—Fred R. Davies.
Kitchener Record—H. B. Helm.
Toronto Star—S. G. Bland.
Windsor Star—H. P. Allen.

QUEBEC

Montreal La Presse—Henri Comte.
Montreal La Patrie—John Neilson.
Montreal Standard—R. Cusack.
Quebec L'Evenement—G. Picard.
Quebec L'Action—Rev. N. J. Proul.

SASKATCHEWAN

Regina Leader-Post—Murray Croll.
Regina Star—A. M. Thomas.
Saskatoon Star-Phoenix—Miss K. Robertson.

MARKET EDITORS

ALABAMA

Birmingham News & Age-Herald—George D. Riley.
Birmingham Post—William Garrison.
Selma Times Journal—Edward B. Field.
Tuscaloosa News—Harold Cullen.

ARIZONA

Phoenix Republic & Gazette—L. C. Leslie.
Yuma Sun—K. E. Allen.

ARKANSAS

Fayetteville Democrat—Jim Bohart.

CALIFORNIA

Eureka Humboldt Standard—Don H. O'Kane.
Long Beach Press-Telegram—H. F. Burmester.
Los Angeles Times—John Bishop.
Oakland Post-Enquirer—C. N. Alexander.
Pasadena Star-News—C. W. Finney.
Sacramento Union—H. L. Smurr.
San Diego Sun—Karl Adams.
San Francisco Chronicle—Leonard Martin.
San Francisco News—Joseph Allen.
San Francisco Commercial News—Morris Shaw.
San Jose Mercury Herald—W. A. Kelly.
San Jose News—Norman Waldorf.
Stockton Record—E. A. Estes.

COLORADO

Denver Post—F. J. Kasdorf.
Denver Rocky Mountain News—George V. Burns.
La Junta Democrat—Fred C. Betry.

CONNECTICUT

Hartford Courant—A. E. Magnell.
New Haven Journal-Courier—A. L. Dewey.
New Haven Times—Dorothy Kammerer.

DISTRICT OF COLUMBIA

Washington Star—Edward C. Stone.

FLORIDA

Miami News—Allen L. Cass.
St. Petersburg Times—J. W. Falconnier.
Tampa Tribune—F. N. Gil.

GEORGIA

Atlanta Journal—Jett Henson.
Macon News—D. McDonald.
Savannah News—E. C. Compton.

IDAHO

Boise Idaho Statesman—Clyde Smith.
Nampa Idaho Free Press—Don A. Young.
Pocatello Idaho State Journal—T. K. Evans.
Twin Falls News—William Moore.

ILLINOIS

Aurora Beacon News—Howard Clarke.
Bloomington Pantagraph—Maxwell E. H. Pyle.
Carlinville Enquirer—C. J. Lumpkin.
Centralia Sentinel—J. A. Morrison.
Champaign-Urbana News-Gazette — Harold Hutchings.
Chicago Journal of Commerce—George Brolin, R. A. Meincke, H. W. Vance, John C. Leissler, Henry W. Shaw, Frank E. Moore, Chas. F. Carpenter, K. J. Fanshier, Joseph S. Cohen.
Danville Commercial-News—Clyde Gibson.
Galesburg Register-Mail—Richard F. Jelliff.
Kewanee Star-Courier—E. A. Lincoln.
Macomb Journal—Vail Morgan.
Moline Dispatch—Richard Warwick.
Paris Beacon-News—Walter S. Jump.
Peoria Journal-Transcript—Victor Kasper.
Peoria Star—James McCormick.
Quincy Herald Whig—David Tuffli.
Rock Island Argus—I. W. Ramsey.
Shelbyville Union—W. N. Taylor.
Springfield Illinois State Journal—George W. Marney.
Waukegan News-Sun—Geo. Crawford.

INDIANA

Alexandria Times-Tribune—R. M. Yelvington.
Anderson Herald—Timothy Jewett.
Brazil Times—Ralph H. Plumb.
Connersville Examiner—E. I. Higgs.
Fort Wayne Journal-Gazette—Harold K. Milks.
Huntington Herald-Press—Cloyce Nichols.
Indianapolis News—Henry O'Brien.
Indianapolis Times—John T. Hawkins.
Indianapolis Star—J. H. Henley.
Princeton Clarion-News—Robert Lawrence.
Richmond Palladium & Item—Alfred Hall.
Terre Haute Star—Lloyd Adamson.

IOWA

Atlantic News-Telegraph—Arden H. Mills.
Burlington Gazette—Phillip Dooling.
Cedar Falls Record—Wm. Severin.
Cedar Rapids Gazette Republican—James Hruska.
Clarinda Herald—George D. Woolson.
Council Bluffs Nonpareil—J. L. Baugh.
Davenport Times—R. J. Leysen.
Des Moines Register & Tribune—Leonard McGuire.
Fort Madison Democrat—Ed. Connelly.
Keokuk Gate City—O. O. Tracy.
Marshalltown Times-Republican—W. B. Wildman.
Mason City Globe-Gazette—Ralph Stevens.
Ottumwa Courier—E. R. Nelson.
Sioux City Tribune—W. E. Towns.

KANSAS

Atchison Globe—Delaskie Miller.
Garden City Telegram—E. F. Ewing.
Lawrence Journal-World—Phil Edwards.
Leavenworth Times—J. E. Gardiner.
Manhattan Chronicle & Mercury—G. A. Vennebergh.
Topeka State Journal—M. Milam.
Wichita Beacon—R. H. Richards.
Wichita Eagle—Bruce Beyheimer.

KENTUCKY

Danville Kentucky Advocate—J. K. Baker, Jr.
Henderson Gleaner & Journal—J. C. Roberts.
Lexington Herald—W. J. Harris.
Louisville Courier-Journal—Charles Reinhart.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau.
New Orleans States—Philip Muth.
Shreveport Journal—C. B. Williams.

MAINE

Bangor News—J. T. Whittemore.
Lewiston Sun-Journal—V. W. Canham.
Portland Express, Press Herald & Telegram—Harold J. Boyle.
Portland News—Douglas MacMillen.

MARYLAND

Baltimore News & American—Pinkney McLean.
Baltimore Sun—C. M. Purdy.

MASSACHUSETTS

Boston Christian Science Monitor—Forrest Price, Financial Ed.
Boston Transcript—Carl G. Fowler.
Gardner News—Marjorie Rossy.
New Bedford Standard—Joseph Russakoff.
Worcester Post—Ernest Brockway.

MICHIGAN

Ann Arbor News—G. H. Bastien.
Battle Creek Moon-Journal—G. B. Dolliver, Jr.
Big Rapids Pioneer—L. V. Williams.
Cheboygan Tribune—Gordon Turner.
Detroit News—George B. Hassett.
Detroit Free Press—T. A. Mears.
Detroit Saturday Night—C. J. Collins.
Flint Journal—Walter Smith.
Grand Rapids Herald—Herbert Hart.
Kalamazoo Gazette—Phillip A. Wight.
Lansing Capital News—Carlyle Carver.
Lansing State Journal—J. H. Creighton.
Monroe News—Harold Norman.
Muskegon Chronicle—Louis Berman.
Saginaw News—Harold W. Hartl.

MINNESOTA

Albert Lea Tribune—Russell Voight.
Duluth Herald—John A. Magill.
Fairmont Sentinel—Blaym Guckeen.
Hibbing Tribune—Geo. M. Fisher.
Minneapolis Star—Herbert Paul.
Red Wing Republican—J. P. Kelley.
St. Cloud Times-Journal—Carl Hennemann.
St. Paul News—Ed. Roney.
Willmar Tribune—Mary Vail.

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PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 227)

Markets Editors

MISSISSIPPI

Laurel Leader-Call—E. E. Hoffman.

MISSOURI

Columbia Tribune—J. P. Hamel.
Joplin Globe & News Herald—Max Hixson.
Kansas City Journal-Post—Dave Downing.
Kansas City Star—H. L. Nicolet.
Springfield News & Leader—Louis Dawson.
St. Joseph News-Press & Gazette—A. P. Marlin.
St. Louis Globe-Democrat—Jos. A. Jost.
Sedalia Dem.-Capital—W. D. Agee.
Springfield Press—R. P. Thompson.

MONTANA

Great Falls Tribune—P. B. Snelson.
Lewistown Democrat-News—Coleman Stout.
Livingston Enterprise—W. H. Flint.

NEBRASKA

Lincoln Star—Wm. McVicker.
Lincoln Nebraska State Journal—Hugh McVicker.
Omaha World-Herald—J. L. Belding.

NEVADA

Reno Journal—Carl Quist.

NEW JERSEY

Camden Post Courier—Edwin C. Kemp.
Newark Ledger—Harold Fay.
Trenton Times, Advertiser—John G. Preston, Gazette—Helen W. John.

NEW MEXICO

Gallup Independent—A. V. Gullette.
Roswell Dispatch—Darrell Swayze.

NEW YORK

Binghamton Sun—Emerson Siebold.
Buffalo Courier-Express—Albert J. Duffy.
Middletown Times Herald—Horace A. MacGowan.
New York Herald Tribune—Rachel D. Cox.
New York Jewish Day—I. Bookstein.
New York Mirror—Paul Williams.
New York News—Walter Merkel.
New York Investment News—Robert Haslett.
N. Y. Journal of Commerce & Commercial—Frank J. Cogan.
New York Nowy Swiat—W. B. Bielecki.
North Tonawanda News—E. H. Hewitt, Jr.
Syracuse Herald—Thomas A. Power.

NORTH CAROLINA

Charlotte Observer—Rupert Gillett.
Raleigh Times—M. G. Adams.
Wilson Times—J. D. Gold.

OHIO

Akron Journal—Geo. Hattie.
Akron Times-Press—Paul McClurg.
Cincinnati Post—Wm. Kramer.
Cincinnati Enquirer—E. E. Hawes.
Cleveland Plain Dealer—Jesse Webb.
Columbus Journal—Marshall Hall.
Dayton Herald—Charles Pauley.
Findlay Republican—Frank Beitler.
Fostoria Review—Hal Stout.
Lorain Journal—Ralph Neumeyer.
Mt. Vernon News—R. E. Hess.
Newark Advocate—Irene Cosgrove.
New Philadelphia Times—I. D. Empfield.
Sandusky Journal—Hal Roll.
Toledo Blade—Howard Youngs.
Toledo News-Bee—Ernest H. Jones.
Xenia Gazette—R. A. Higgins.
Youngstown Vindicator—E. N. Nemenyi.
Zanesville Recorder & Signal—C. E. Granger.

OKLAHOMA

Bartlesville Examiner—Ralph Lashbrook.
Enid News-Eagle—Tom F. Campbell.
Miami News-Record—Herbert Dixon.
Oklahoma City Times—J. Gilbert Hill.
Shawnee News-Star—Tom Steed.
Tulsa Tribune—E. J. Murray.

OREGON

Bend Bulletin—M. G. Gleeson.
Oregon City Enterprise—Pete Laurs.
Portland Journal—Hyman Cohen.
Portland Oregonian—J. M. Lounsdale.
Roseburg News-Review—L. F. Reizenstein.
Salem Statesman—Genevieve Morgan.

PENNSYLVANIA

Bradford Era—D. B. Rupley.
Chester Times—E. W. Hilgert.
East Stroudsburg Sun-James H. Eagle.
Hanover Sun—T. Y. Cooper.
Homestead Messenger—H. P. Wiggins, Jr.
Johnstown Democrat—W. W. Bailey, II.
Philadelphia Record—Morris Glazer.
Pittsburgh Sun Telegraph—J. P. Egan.
Scranton Times—Thomas Brislin.
Wilkes-Barre Times-Leader—W. J. Dougherty.
York Gazette & Daily—Robert Sturgeon.

RHODE ISLAND

W. Warwick Times—Wilton P. Hudson.

SOUTH CAROLINA

Greenwood Index-Journal—Ernest Moorer.

SOUTH DAKOTA

Aberdeen News American—Thelma Milnor.
Mitchell Republican—Louis Gollue.
Sioux Falls Argus-Leader—Thomas Moore.
Watertown Public Opinion—Charles Haushaw.

TENNESSEE

Athens Post Athenian—Daisy Rice Spradling.
Clarksville Chronicle—Miss Dorothy Hallibur-ton.
Johnson City Chronicle-News—Donald McNabb.
Knoxville Journal—Paul Haverly.
Memphis Press-Scimitar—Paul Fairleigh.
Nashville Banner—R. A. Wilson.

TEXAS

Amarillo Globe News—Norman Bartlett.
Breckenridge American—R. C. Campbell
Commerce Journal—Carl Ward.
Dallas News—J. S. French.
Ft. Worth Star-Telegram—Upshur Vincent.
Houston Press—Mrs. Margaret Davis.
Paris News—David Beatie.
Taylor Press—J. Lewis.

UTAH

Salt Lake News—Harold Bowman.
Salt Lake Telegram—Murray Schick.
Salt Lake Tribune—A. G. Robinson.

VERMONT

Brattleboro Reformer—W. A. Gilbert.
Rutland Herald—W. Thibadeau.

VIRGINIA

Harrisonburg News-Record—John R. Crown.
Newport News-Press—H. H. Wilkinson.
Stauton News-Leader—E. Lewis Knowles.
Suffolk New-Herald—Marion Saunders.
Winchester Star—C. B. Carr.

WASHINGTON

Aberdeen World—Mark Sullivan.
Everett News—Hugh L. Fortner.
Longview News—Richard Macfarlane.
Seattle Post-Intelligencer—H. S. Hunt.
Spokane Press—Charles Gordon.
Tacoma Times—Gene Armstrong.
Vancouver Columbian—Margaret Newell.
Walla Walla Bulletin—H. Sherman Mitchell.
Walla Walla Union—James Morris.

WEST VIRGINIA

Charleston Gazette—Don Voorhees.
Clarksburg Expon.-Telegram—W. L. Geppert, C. M. Bailey.
Huntington Herald-Dispatch—Sterrett O. Neale.
Parkersburg Sentinel—John W. Fischer.

WISCONSIN

Madison Times—Harry D. Sage.
Madison S. Journal—Kenneth Russell.
Merrill Herald—Wm. Allen.
Milwaukee Journal—Lewis French.
Milwaukee Leader—A. P. Wiesner.
Oshkosh Northwestern—O. L. Stinson.
Racine Journal News—Dale Karstedt.
Superior Telegram—Ray McBride.
Wausau Record-Herald—Wren Swift.

WYOMING

Sheridan Press—L. L. MacBride.

HAWAII

Honolulu Hochi—K. Toi.
Honolulu Star Bulletin—Haward D. Case.

CANADA

ALBERTA

Calgary Herald—Frank Gibbons.
Edmonton Journal—A. R. Groff.

BRITISH COLUMBIA

New Westminster B. Columbian—H. Vidal.
VanCouver Star—Richard Shaw.
Vancouver Sun—A. J. Smith.
Victoria Times—C. L. Backler.

MANITOBA

Winnipeg Free Press—Miss E. Cora Hind.
Winnipeg Tribune—Allen H. Bill.

ONTARIO

Hamilton Herald—N. B. Gilbert.
Kingston Whig-Standard—R. S. Pitt.
Ottawa Citizen—T. J. Palmer.
Sarnia Observer—R. J. Knowles.
Sault St. Marie Star—I. M. Peycott.
Toronto Globe—J. M. Grant.
Toronto Mail & Empire—A. B. Clarke.
Toronto Star—T. Banton.
Toronto Telegram—R. Webber.

QUEBEC

Montreal La Patrie—Marcel Clement.
Montreal La Presse—Conrad Cameraire.
Quebec L'Evenement—M. Turgeon.
Quebec L'Action M. Dandurand.

SASKATCHEWAN

Regina Leader-Post—Fred Cruice.
Regina Star—Roy L. King.
Saskatoon Star-Phoenix—R. J. Moore, Jr.

FARM EDITORS

ALABAMA

Birmingham News & Age-Herald—Alexander Nunn.
Selma Times Journal—Eunice Apperson.
Tuscaloosa News—Ruth Huff.

ARIZONA

Phoenix Republic & Gazette—Henry L. Fuller.
Yuma Sun—Bob Odom.

ARKANSAS

Little Rock Arkansas Democrat—William Johnson.

CALIFORNIA

El Centro Imperial Valley Press—James P. Greene.
Fresno Republican—William S. Ritezel.
Long Beach Press-Telegram—K. P. Fredericks.
Los Angeles Times—Harold M. Finley.
Marysville Appeal-Democrat—Lou Eichler.
Red Bluff News & Times-Sentinel—Richard Boding.
Redlands Facts—E. F. Lindenburger.
Riverside Press—Jessica Bird.
Sacramento Bee—Hamilton Hintz.
Sacramento Union K. R. Hammaker.
San Diego Sun—Karl Adams.
San Jose Mercury Herald—Horace G. Keesling.
San Jose News—George Millard.
Santa Ana Register—Neil Stanley.
Stockton Record—Verne Scoggins.
Tulare Times—Robert Whiteside.
Visalia Times-Delta—Harry Godfrey.

COLORADO

Alamosa Courier—J. L. Elicker.
Canon City Record—Marion Hardy.
Denver Post—Dorothy Battle.
Denver Rocky Mountain News—Mary Ruth Barry.

CONNECTICUT

Bridgeport Times-Star—W. Nicholas.
Hartford Courant—H. S. Spencer.
So. Norwalk Sentinel—Herbert Schwartz.

DISTRICT OF COLUMBIA

Washington Post—David Rankin Barbee.
kin Barbee.
Washington News—Edward Tabor.
Washington Star—L. C. Linthicum.

FLORIDA

Miami News—Agnew Welsh.
Pensacola News-Journal—John D. Thomas.
Tampa Times—Dr. Graham Forrester.
Tampa Tribune—Mack Hedrick.

GEORGIA

Augusta Chronicle—Robert L. M. Parks.
Macon News—Pat Richards.

IDAHO

Bloomington Pantagraph—A. J. Bill.
Boise Capital News—James Stotts.
Boise Idaho Statesman—Clyde Smith.
Lewiston Tribune—H. H. S. Rowell.
Nampa Idaho Free Press—Don A. Young.
Pocatella Idaho State Journal—T. K. Evans.
Twin Falls News—William Moore.

ILLINOIS

Carlinville Enquirer—C. J. Lumpkin.
Centralia Sentinel—H. Gerlach.
Champaign-Urbana News-Gazette — Harold Hutchings.
Chicago Journal of Commerce—Frank E. Moore, R. A. Meincke.
Danville Commercial-News—Selma Schultz.
Kewanee Star-Courier—A. E. Stetson.
Macomb Journal—Vail Morgan.
Marion Republican—W. O. Paisley.
Moline Dispatch—Vernon Hagelin.
Ottawa Republican-Times—C. C. Tisler.
Paris Beacon-News—Walter S. Jump.
Pekin Times—Maynard Lemen.
Peoria Journal-Transcript—Victor Kaspar.
Peoria Star—Geo. VanGundy.
Quincy Herald-Whig—Fred Baldwin.
Springfield Illinois State Journal—John N. Ferguson.
Waukegan News-Sun—Lawrence Comstock.
West Frankfort American—W. B. Goodrich.

INDIANA

Anderson Herald—Lon Branson.
Bicknell News—R. E. Osborn.
Bloomington World—Mrs. Leslie Winslow.
Connersville Examiner—J. L. Foster.
Elkhart Truth—Ira Martin.
Fort Wayne Journal-Gazette—Harold K. Milks.
Greensburg News—E. J. Hancock.
Huntington Herald-Press—Kenneth Keller.
Indianapolis News—Water Ford.
La Fayette Journal Courier—D. Harper.
La Porte Herald-Argus—Cy Parker.
New Castle Courier-Times—Scott B. Chambers.
Princeton Clarion-News—Roderick Munford.
Richmond Palladium & Item—Alfred Hall.
Shelbyville Republican—Leo Kinman.
Vincennes Sun-Commercial—A. J. Cockran.

IOWA

Burlington Gazette—M. Bayless.
Burlington Hawk-Eye—R. L. Getty.
Cedar Rapids Gazette-Republican—Ray Anderson.
Clarinda Herald—P. B. Woolson.
Council Bluffs Nonpareil—Max Namen.
Creston News Advertiser—George A. Croft.
Davenport Times—M. Fulton.
Davenport Democrat & Leader—Ralph W. Cram.
Des Moines Register & Tribune—J. S. Russell.
Fort Madison Democrat—S. W. Mitchell.
Keokuk Gate City—Dale E. Carrell.
Mason City Globe-Gazette—Arthur Pickford.
Newton News—Chas. P. Starrett.
Ottumwa Courier—Al Efner.
Shenandoah Sentinel—C. N. Marvin.
Sioux City Tribune—Francis Martin.
Vinton Cedar Valley Times—George Danner.

KANSAS

Arkansas City Traveler—Mrs. Mable Hansen.
Atchinson Globe—John Buckley.
Augusta Gazette—Chester K. Shore.
Chanute Tribune—C. E. Wanamaker.
Emporia Gazette—Roger Triplett.
Ft. Scott Tribune-Monitor—H. V. Cowan.
Garden City News—F. L. Stowell.
Garden City Telegram—E. F. Ewing.
Hays News—Albert McFarlin.
Lawrence Journal-World—Phil Edwards.
Manhattan Chronicle & Mercury—G. A. Venneberg
Pratt Tribune—Chas. W. Pratt.
Topeka State Journal—Ed. Chapman.
Wichita Beacon—R. E. Wilson.
Wineld Courier—Carl J. Whitson.

KENTUCKY

Danville Kentucky Advocate—W. O. McIntyre.
Henderson Gleaner & Journal—C. B. Knight.
Owensboro Messenger Inquirer—D. O'Connel Dougherty.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau.

MAINE

Bangor News—Robert Collins.
Lewiston Sun-Journal—V. W. Canham.

MASSACHUSETTS

Greenfield Recorder—Everett E. Belding.
Worcester Post—Charles Champlin.

MICHIGAN

Alpena News—F. M. Garvey.
Ann Arbor News—Earl Hilligan.
Battle Creek Moon Journal—Maynard Sproul.
Cadillac News—T. O. Huckle.
Cheboygan Tribune—Gordon Turner.
Detroit News—Fred E. Janette.
Flint Journal—R. L. Runnels.
Kalamazoo Gazette—Charles A. Weissert.
Monroe News—Harold Norman.
Port Huron Times-Herald—W. H. Davis.
Saginaw News—Harold W. Hartl.
Wyandotte Record—Sally Knox.

MINNESOTA

Albert Lea Tribune—Burt May.
Crookston Times—O. W. Paquette.
Duluth Herald—George W. Kelley.
Fairmont Sentinel—Lawrence Doolittle.
International Falls Journal—John Parsons.
Minneapolis Tribune—C. F. Collisson.
Red Wing-Republican—J. P. Kelley.
St. Cloud Times-Journal—Carl Hennemann.
Willmar Tribune—Emil Aspaas.

MISSISSIPPI

Columbus Commercial Dispatch—Joe Windham.
Laurel Leader-Call—Thos. M. Gibbons.
West Point Times Leader—Edgar G. Harris.

MISSOURI

Columbia Tribune—L. H. Edwards.
Cameron News-Observer—Roberts Middaugh.
Carthage Press—Harry Rollins.
Independence Examiner—Harlie Clark.
Joplin Globe & News Herald—Gene Moses.
Kansas City Star—W. A. Cocehl.
Springfield News & Leader—John Pearson.
St. Joseph News-Press & Gazette—A. P. Marlin.
Springfield Press—Perry Smith.

MONTANA

Lewiston Democrat-News—Marion Leach.
Livingston Enterprise—W. H. Flint.
Moberly Monitor-Index—Callie Halliburton.

NEBRASKA

Lincoln Star—Karl Anderson.
Lincoln State Journal—Burt James.
Omaha World-Herald—Walter Graves.

NEVADA

Reno Journal—Lyman Clark.

NEW JERSEY

Bridgeton News—C. L. McIlvaine.
Camden Post-Courier—Edwin C. Kemp.
Newark News—John I. Sipp.
Newark Call—Jacob Sanwald.
Trenton Times-Advertiser Gazette—John G. Preston, (Gaz.) Helen W. John.
Vineland Times—William Mulligan.

NEW MEXICO

Las Vegas Optic—F. L. Lopez.
Roswell Dispatch—Arthur Kroll.

NEW YORK

Buffalo Courier-Express—Margery J. Marble.
Buffalo News—Hilton P. Hornaday.
Middletown Times Herald—Horace A. MacGowan.
New York Jewish Journal & News—A. Litvin.
New York Staats-Zeitung-Herald—Dr. A. Bade.
New York Wall Street Journal—D. C. Harrower.
North Tonawanda News—L. Pasciak.
Oswego Palladium-Times—C. B. Rosa.
Rome Sentinel—F. S. Updike.
Syracuse Herald—Roy E. Fairman.

NORTH CAROLINA

Burlington Times-News—John Brooks.
Charlotte Observer—J. P. Watkins.
Raleigh Times—J. M. Parsons.
Wilson Times—J. D. Gold.

OHIO

Akron Beacon-Journal—L. C. Croy.
Ashtabula Star-Beacon—Walter Jack.
Bucyrus Forum—Gayl Metzgar.
Chillicothe Gazette—Howard Oyer.
Cincinnati Post—M. Wentz.
Dayton Herald—Harold Gay.
Dayton News—C. N. Ginther.
Findlay Republican—Frank Beitler.
Fostoria Times—A. S. Bryan.
Hamilton Journal—C. A. Leiter.
Lorain Journal—Winter Rose.
Lorain Times-Herald—Wm. E. Ashbolt.
Marietta Times—S. H. Plumer.
Newark Advocate—F. A. Woolson.
Piqua Call—Paul Murray.
Sandusky Journal—D. L. Spalding.
Sandusky Register—Grace Hagens.
Springfield News-Sun—C. B. Haggard.
Toledo Blade—J. H. Metcalf.
Xenia Gazette—R. A. Higgins.
Zanesville Times-Recorder-Signal — E. Y. Cotter.

OKLAHOMA

Clinton News—R. E. Lindsay.
Cushing Citizen—Carl Rust.
Enid News-Eagle—Tom F. Campbell.
Lawton Constitution—A. H. Graham, Jr.
Norman Transcript—Fred E. Tarman.
Oklahoma City Times—Clarence Roberts.
Seminole News—H. W. Hoffman.
Shawnee News-Star—Bryan Roberts.
Stillwater Press—J. P. Hinkel.
Tulsa Tribune—H. D. Wall.
Wewoka Times-Democrat—R. V. Peterson.

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PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 228)

Farm Editors

OREGON

Portland Journal—Hyman Cohen.
Salem Statesman—Genevieve Morgan.

PENNSYLVANIA

East Stroudsburg Sun—Chas. A. Keiper.
Hanover Sun—T. Y. Cooper.
Lewistown Sentinel—J. Martin Stroup.
Philadelphia Record—R. P. Kester.
Pittsburgh Sun Telegraph—Howard R. Taylor.
Susquehanna Transcript—U. G. Baker.
Titusville Herald—Clifford Patterson.
York Gazette & Daily—Chas. Wolf.

RHODE ISLAND

Providence News-Tribune—James McNeilis.
West Warwick Times—Wilton P. Hudson.

SOUTH CAROLINA

Anderson Independent—Z. W. Meeks.
Greenwood Index-Journal—E. P. Wideman.

SOUTH DAKOTA

Aberdeen News-American—Mildred Anderson.
Huron Huronite—Hazel Christofferson.
Mitchell Republican—M. B. Ronald.
Sioux Falls Argus-Leader—Ralph O. Hillgren.
Watertown Public Opinion—Charles Haushaw.

TENNESSEE

Athens-Post-Athenian—Fred E. Wankan.
Chattanooga News—Murray Wyche.
Chattanooga Times—W. W. O'Guin.
Clarksville Chronicle—Carl E. Page.
Jackson Sun—Tom Wingo.
Johnson City News—Fred Hoss.
Knoxville Journal—Franklin Yates.
Memphis Press-Scimitar—Virgil Fulling.
Murfreesboro News-Journal—Syd W. Pigue.
Nashville Banner—Brainard Cheney.

TEXAS

Amarillo Globe News—Seth Holman.
Breckenridge American—R. C. Campbell.
Commerce Journal—S. P. Hart.
Dallas News—Victor H. Schoffelmayer.
Denton Record Chronicle—H. F. Browder.
Galveston News—Brian Spinks.
Greenville Banner—John Erickson.
Hillsboro Mirror—J. C. Butts.
McKinney Courier-Gazette—Walter B. Wilson.
Palestine Herald—W. M. Hamilton.
Pampa News—Archer Fullingim.
Paris News—Joe R. Daniels.
San Angelo Standard Times—Sam Ashburn.
San Antonio La Prensa—M. Vidal, Jr.
Sherman Democrat—Catherine Wharton.
Sulphur Springs News-Telegram—T. A. Coleman.
Taylor Press—M. Bugg.
Temple Telegram—C. E. McClelland.
Terrell Tribune—Fred L. Massengill.
Tyler Telegraph—L. P. Merrell.
Wichita Falls Record News—John Gould (Times) (Sunday)
Yoakum Herald—C. S. Morgan.

UTAH

Brigham Box Elder Journal—R. H. Stewart.
Ogden Standard-Examiner—J. E. O'Connor.
Salt Lake News—Earl Borg.

VERMONT

Brattleboro Reformer—W. A. Gilbert.
Rutland Herald—A. Granger.

VIRGINIA

Harrisburg News-Record—John R. Crown.
Newport News Press—H. H. Wilkinson.
Petersburg Progress-Index—John Sterne.
Suffolk News-Herald—Homer Fielding.

WASHINGTON

Centralia Chronicle—V. B. Noel.
Everett News—Hugh L. Fortner.
Longview News—D. M. Simonsen.
Olympia Olympian—Clarence Mertching.
Spokane Press—Zeb Fradey.
Vancouver Columbian—Clark Brown.
Walla Walla Bulletin—Miss Iris Little.
Yakima Herald—Elias Nelson.

WEST VIRGINIA

Charleston Gazette—Roy P. Roberts.
Clarksburg Telegram—Leo F. King, C. M. Bailey.
Wheeling Register—M. T. Brice.

WISCONSIN

Antigo Journal—Henry L. Berner.
Apoleton Post-Crescent—W. F. Winsey.
Ashland Press—R. F. Merrett.
Beloit News Julian O. Lee.
Berlin Journal—John Davies.
Eau Claire Leader-Telegram—D. E. Whelan.
Fond du Lac Reporter—J. J. Harlin.
Green Bay Press-Gazette—W. F. Winsey.
Janesville Gazette—Ruth Lambert.
La Crosse Leader-Press—Alfred E. Rice.
Madison Journal—Frank Henry.
Madison Times—E. M. Kalner.
Manitowoc Herald-News—Charles Thacher.
Marshfield News-Herald—E. W. Heller.
Merrill Herald—Wm. Allen.
Monroe Times—Richard Egan.
Oshkosh Northwestern—Ray Peterson.
Racine Journal News—Henry Steketee.
Stoughton Courier Hub—George Currier.
Superior Telegram—Frances Risdon.
Wausau Record-Herald—Edward E. Payne.
Wisconsin Rapids—Wm. F. Huffman.

WYOMING

Sheridan Press—Haydie Yates.

HAWAII

Honolulu Hochi—K. Toi.
Honolulu Star Bulletin—H. L. Chung.

CANADA

ALBERTA

Calgary Albertan—E. W. Brunsden.
Calgary Herald—Lohn E. Wodell.
Edmonton Journal—A. W. McIntyre.

BRITISH COLUMBIA

New Westminister British Columbian—D. Taylor.
Vancouver Star—Clive Planta.
Vancouver Sun—J. B. Eberts.
Victoria Times—Rev. Robert Connell.

MANITOBA

Winnipeg Press—Miss E. Cora Hind.
Winnipeg Tribune—George Measham.

NOVA SCOTIA

Sydney Post—A. D. Jost.

ONTARIO

Hamilton Herald—H. B. Gilbert.
Hamilton Spectator—Frank Wilkinson.
Kingston Whig-Standard—R. S. Pitt.
Owen Sound Sun-Times—A. Davidson.
Peterboro Examiner—Reginald Doubt.
St. Catharines Standard—W. S. Van Every.
Sarnia Observer—W. G. Hale.
Sault St. Marie Star—I. M. Peycott.
Stratford Beacon Herald—H. Ische.
Toronto Globe—Earl Day.
Toronto Mail Empire—A. B. Clarke.
Toronto Star—T. Banton.

QUEBEC

Montreal La Presse—Alphonse Loiselle.
Quebec L'Evenement—C. M. Boissonnault.
Quebec L'Action—M. Beaudoin.
Sherbrooke La Tribune—C. E. Parrot.

SASKATCHEWAN

Regina Leader-Post—E. R. Phaneuf.
Regina Star—Chas. Maddison.
Saskatoon Star-Pheonix—W. J. Mather.

SHIPPING EDITORS

ALABAMA

Mobile Press—Charles Leanman.

ARIZONA

Miami Arizona Silver Belt—W. H. Mullane.

ARKANSAS

Wynne Progress—Ray Brown.

CALIFORNIA

Alameda Times-Star—Cope Hartley.
Eureka Humboldt Standard—Frank P. Flaherty.
Long Beach Sun—Frank Quinlin.
Long Beach Press-Telegram—John McGrath.
Los Angeles Times—John Bishop.
Oakland Post-Enquirer—C. N. Alexander.
San Diego Sun—Max Miller.
San Francisco Chronicle—Jack Densham.
San Francisco Examiner—Edward A. Charlton.
San Francisco News—Robert Purcell.
San Francisco Commercial News—A. C. Sandahl.
San Jose News—Richard Barrett.

COLORADO

Denver Post—Thos. H. Walker.

CONNECTICUT

New Britain Record—Gerald McCough.

FLORIDA

Tampa Tribune—Russell King.

GEORGIA

Savannah News—Sydney Roberts.

IDAHO

Pocatello Idaho State Journal—Thomas E. Evans.

ILLINOIS

Chicago Journal of Commerce—George H. Weiss.
Galena Gazette—J. H. Grimm.
Quincy Herald-Whig—Don Kesler.
Macomb Journal—L. A. Randolph.

INDIANA

Anderson Herald—Gerald Moore.

IOWA

Clarinda Herald—Noel Squier.

KANSAS

Garden City Telegram—E. F. Ewing.

LOUISIANA

New Orleans Item-Tribune—James Hearty.
New Orleans States—J. E. Sliger.

MAINE

Bangor News—J. D. Whittemore.
Portland News—John Richard Murphy.

MARYLAND

Baltimore News & American—Kenneth Long.
Baltimore Sun—Edward P. Duffy.

MASSACHUSETTS

Boston Christian Science Monitor—Franklin Snow (transportation).
Gloucester Times—John A. Radcliff.

MINNESOTA

Albert Lea Tribune—Burt May.
Duluth Herald—Edward J. Shepard.
Willmar Tribune—A. E. Wahlstrand.

MISSISSIPPI

Biloxi and Gulfport Herald—Clinton Blackwell.

MONTANA

Livingston Enterprise—W. H. Flint.

NEVADA

Reno Journal—Lyman Clark.

NEW JERSEY

Newark News—Fredus White.

NEW MEXICO

Roswell Dispatch—Darrell Swayze.

NEW YORK

Albany News—John Mooney.
Albany Knickerbocker Press—Francis P. Kimball.
Brooklyn Eagle—O. R. Pilat.
Buffalo Times—A. W. Wurzer.
New York Corriere D'America—F. Teado.
New York Jewish Journal & News—Jacob Kirschenbaum.
New York Journal of Commerce—P. J. McEvoy.
New York Post—Al Cusick.
New York Herald Tribune—John Kelly.
New York La Prensa—J. Chiriboza.
New York Staats-Zeitung-Herold—Otto Marschall.
New York World-Telegram—James Duffy.
New York Wall Street Journal—Eliot N. Vestner.
Oswego Palladium-Times—J. M. Gill.

NORTH CAROLINA

Favetteville Observer—R. L. Gray, Jr.

OHIO

Cleveland Plain Dealer—George V. Callahn.
Lorain Journal—C. L. Kieffer.

OREGON

Bend Bulletin—Remey M. Cox.
Portland Journal—H. F. McNutt.
Portland Oregonian—W. E. Mahoney.

PENNSYLVANIA

Philadelphia Record—Thomas Phelan.
Pittsburgh Sun Telegraph—J. J. Manning.

TEXAS

Corpus Christi Caller-Times—Clark Aten.
Galveston News-Tribune—J. W. Jockusch, Jr. (N), R. Corroone (T).
Houston Press—James Carroll.
Nacogdoches Sentinel—E. W. Sprody.
Taylor Press—Marvin Bugg.

VIRGINIA

Newport News Press—T. J. Johnson.
Norfolk Virginian-Pilot—Harry P. Moore.
Portsmouth Star—Robert Barber.

WASHINGTON

Aberdeen World—Ed Van Syckle.
Everett News—Hugh Mitchell.
Longview News—Richard Macfarlane.
Olymoia Olympian—Dave Adams.
Seattle Journal of Commerce—William Swanberg.
Seattle Post-Intelligencer—H. L. Hunt.
Tacoma Times—Rex Kelly.
Vancouver Columbian—Erwin Rieger.

WISCONSIN

Merrill Herald—William Allen.
Racine Journal-News—John Roberts.

ALASKA

Ketchikan Chronicle—Sidney D. Charles.

HAWAII

Honolulu Advertiser—Ray Coll, Jr.
Honolulu Hochi—F. Urata.
Honolulu Star Bulletin—J. R. Peck.

CANADA

BRITISH COLUMBIA

New Westminster, British Columbia—Lang Sands.
Vancouver Star—Clive Planta.
Vancouver Sun—John Hickey.

NOVA SCOTIA

Halifax Herald-Mail—M. Ryan.

ONTARIO

Kingston Whig-Standard—E. G. Barrett.
Toronto Star—J. Heron.

QUEBEC

Montreal le Devoir—Alfred Ayotte.
Montreal La Patrie—Louis Deschesne.
Montreal La Presse—Henri Beauchamp.
Montreal Star—S. M. Eld.
Quebec L'Evenement—J. Verrault.
Quebec L'Action—L. Hardy.

LITERARY AND ART MARKET

Amateur Golfer and Sportsman (M) Fawcett Publications, Inc. Editor, Capt. Billy Fawcett, Minneapolis, Minn. Offers a market for golf instruction articles, photos of golf celebrities, sophisticated verse, comment and cartoons. Payment on acceptance.

American Boy (M) Sprague Publishing Co. Managing editor, George F. Pierrot, 550 West Lafayette, Detroit, Mich. Mss., primarily fiction, edited for boys of high school and college age. Serials, 40,000 to 50,000 words, short stories, 4,000 to 5,000 words. Fact articles with or without photographs, 50 to 4,000 words. Short poems, serious or humorous. Material may deal with any older-boy interest. Authors should avoid "writing down". Art director, Mark L. Haas. Payment on acceptance.

American Cookery (M). Editor, R. B. Hill, 221 Columbus avenue, Boston, Mass. Mss., articles on domestic science to 2,500 words, short stories to 2,500 words. Payment on acceptance.

American Girl (M) Girl Scouts, Inc. Editor, Margaret Mochree, 670 Lexington avenue, New York City. Mss., short stories between 3,500 and 4,500 words on subjects of interest to girls in their teens, adventure, boarding school, mystery, also articles. Art director, Margaret Mochree. Line and halftones, story illustrations, decorations, occasional photographs of girls' activities. Considers all contributions. Payment on acceptance.

American Mercury (M) Alfred A. Knopf. Editor, H. L. Mencken, 730 Fifth avenue, New York City. Mss., articles dealing critically and amusingly with American themes and personalities. Also use fiction and poetry, generally one of each a month. Considers all contributions. Payment on acceptance.

Army & Navy Journal (W) John Callan O'Laughlin. Editor, LeRoy Whitman, 1701 Connecticut avenue, N. W., Washington, D. C. Mss., only from regular correspondents. Payment 14th of month following publication.

Author & Journalist (M) Author & Journalist Publishing Co. Editor, Willard E. Hawkins, 1839 Champa street, Denver, Colo. Mss., articles by successful authors and editors on writing and manuscript marketing. Considers all contributions. ½ cent a word on acceptance.

Automobile Digest (M). Editor, Ray F. Kuns, 22 East 12th street, Cincinnati, Ohio. Mss., inspirational stories on direct-mail promotion, general business methods, personality of the proprietor, etc. Articles should run about 1,500 to 2,000 words. Photographs required. Art director, E. M. Richardson. Considers all contributions. Payment on acceptance.

Baseball Magazine (M) Baseball Magazine Co. Editor, F. C. Lane, 70 Fifth avenue, New York City. Mss., general articles on baseball 1,500 to 2,000 words. Art director, Clifford Bloodgood. Pen and ink sketches, occasional photographs. Considers all contributions. Payment on publication.

Battle Stories (BI-M) Fawcett Publications, Inc. Editor, Capt. Billy Fawcett, Minneapolis, Minn. Mss., both fact and fiction of the World War is used, with similar requirements for both. Stories placed on any World war front, no training camp stories. Plots to avoid, cowards who turn into heroes, brother against brother, brutal officer hated by men, or totally incompetent officers whose chief characteristic is cowardice or a delight in causing needless loss of life. Shorts up to 7,000; novelets to 15,000; no serials. Payment within 10 days of acceptance, 1½ c a word.

Better Homes & Gardens (M) Meredith Publishing Co. Editor, Elmer T. Peterson, 1714 Locust street, Des Moines, Iowa. Mss., homemaking and gardening articles, 1,500 to 2,000 words. No poetry, fashions, or fiction. Should contain really authoritive information of every practical kind treated in a delightful and human fashion. Art director, Wallace F. Hainline. General illustrations, home and garden renderings, spot drawings, photographs. Considers all contributions. Payment on acceptance.

Black Mask (M) Prodistributors Publishing Co. Editor, Joseph T. Shaw, 578 Madison avenue, New York City. Mss., well written stories of swift movement, clean virile action, strong characterization, and appealing well defined plot, plausible in all details, in the detective and western fields. Prefer feminine element used for characterization only. Shorts 4,000 to 6,000 words, novelettes up to 15,000 words. Cover and illustrations. Considers all contributions. Payment on acceptance..

The Bookman (M) Bookman Publishing Co., Inc. Editor, Seward Collins, 386 Fourth avenue, New York City. Mss., articles on books and authors. Photographs of authors and places with literary associations. Considers all contributions. Payment on acceptance.

College Humor (M) J. M. Lansinger. Editor, H. N. Swanson, 1050 N. LaSalle street, Chicago. Mss., young, gay stories—college not compulsory but it helps. Good short stories of sport. Good college novels in demand. Articles on college personalities and sport personalities. Some ironic verse. Skits and two line jokes. Art director, George Eggleston; cartoon editor, Tom Burroughs, illustration and cover. Covers, occasional figure drawings, decorative sports, cartoons. Considers all contributions. Payment after acceptance.

Cosmopolitan (M) William Randolph Hearst. Editor, Harry Payne Burton, 959 8th avenue, New York City. Mss., any good story except gangster or bootleg type. Prefer stories that have love interest. Art director, C. N. Landon. Illustrations generally arranged for. Considers all contributions. Payment on acceptance.

Country Life (M) Doubleday, Page & Co. Editor, Reginald T. Townsend, Garden City, N. Y. Mss., articles on country estates, architecture, interior decoration, gardens, sports, etc. Art director, Frederick Klarman. Payment on acceptance.

The Editor (W) A. N. Kane. Editor, Book Hill, Highland Falls, N. Y. Mss., articles of interest to writers. Considers all contributions.

Extension Magazine (M) Catholic Church Extension Society. Editor, Rev. W. D. O'Brien, 360 North Michigan avenue, Chicago, Ill. Mss., short stories. Considers all contributions. Payment on acceptance.

Farm Journal (M) Wilmer Atkinson Company. Editor, Arthur H. Jenkins, Washington Square, Philadelphia. Mss., technical and household articles adapted to farm conditions. Art director, Arthur H. Jenkins. Cover designs, fiction illustrations. Considers all contributions. Payment on acceptance.

Field & Stream (M) E. F. Warner. Editor, R. P. Holland, 578 Madison avenue, New York City. Mss., hunting and fishing and closely allied kindred sports. Considers all contributions. Payment on acceptance.

Forum and Century (M) Forum Publishing Co. Editor, Henry Goddard Leach, 441 Lexington avenue, New York City. Mss., articles, short stories, essays, poetry. Preference for articles of a controversial character on topic of current interest to intelligent Americans. Art director, L. C. Jones. Black and white illustrations, no wash. Considers all contributions. Payment on acceptance.

Fur-Fish-Game (M) A. R. Harding Publishing Company. Editor, A. V. Harding, 174 East Long street, Columbus, Ohio. Mss., articles of

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a general nature suitable for a sporting publication. Must be of true incidents and well illustrated with good clear photos. Considers all contributions. Payment on acceptance.

Grit (W) Grit Publishing Co. Editor, F. E. Mason, 208 West 3rd street, Williamsport, Pa. Mss., magazine, odd, strange and curious fiction. Art director, Clayton N. Willans. Considers all contributions. Payment on publication.

Harper's Magazine (M) Harper & Brothers. Editor, Leo F. Hartman, 49 East 33rd street, New York City. Mss., stories, articles, verse. All contributions considered. Payment on acceptance.

Home Friend (M) J. Irland Wood. Editor, E. A. Weishaar, 1411 Wyandotte street, Kansas City, Mo. Mss., inspirational poetry, short articles of interest to women, in the small towns and on the farms. Art director, E. A. Weishaar. Cover pages, department headings, etc. Considers all contributions. Payment on acceptance.

Hooey (M) Popular Magazines, Inc. Editor, Capt. Billy Fawcett, Minneapolis, Minn. Mss., humorous stories of a sophisticated nature. Artists submit rough outline of idea in pencil. Finished work preferably in wash. Payment within 10 days.

Household Magazine (M) Arthur Capper. Editor, Nelson Antrim Crawford, Capper Building, Topeka, Kan. Mss., serials, 30,000 to 50,000 words. Short stories, 2,500 to 6,000 words, short, short stories 1,000 words. Authoritative articles on subjects of interest to women, no personality sketches or other common types of feature material. Art director, L. M. Harmon. Covers and illustrations. No art work should be submitted without previous correspondence with art editor. Considers all contributions. Payment on acceptance, 2c a word.

Illustrated Mechanics (M) J. Irland Wood. Editor, E. A. Weishaar, 1411 Wyandotte street, Kansas City, Mo. Mss., popular science type, aviation, radio, auto, farm ideas, hints for the handy man. Art director, E. A. Weishaar. Cover pages, etc. Considers all contributions. Payment on acceptance.

Liberty (W) Liberty Publishing Corporation. Editor, William Maurice Flynn, 1926 Broadway, New York City. Art director, W. H. Campbell. Considers all manuscripts. Payment on acceptance.

Literary Digest (W) Funk & Wagnalls Co. Editor, Wm. S. Woods, 354 Fourth avenue, New York City.

Living Age (M) Max Von Schlegell. Editor, Quincy Howe, 253 Broadway, New York City. Mss., all reprints and translations from foreign periodicals.

John Martin's Book, The Child's Magazine (M) John Martin's House. Editor, John Martin, 300 Fourth avenue, New York City. Mss., anything interesting to children from five to twelve years old. Period, history, biographical stories, contemporary life of American child, informative, nature, Bible, up to 27,000 words. Humorous narrative verse. Serials, 18,000 words, adventurous boy and girl appeal. Considers all contributions but art work. Payment on acceptance.

The Mechanical Package Magazine (BI-M) Fawcett Publications, Inc. Editor, Capt. Billy Fawcett, Minneapolis, Minn. Mss., stories told in entertaining manner of from 200 to 1,000 words on "how to build" anything under the sun. Plans must accompany articles. Payment on acceptance.

Modern Mechanics and Inventions (M) Fawcett Publications, Inc. Editor, Capt. Billy Fawcett, Minneapolis, Minn. Mss., articles dealing with the fascinating side of scientific achievement, fully illustrated. Special need for home workshop building stunts. Payment within 10 days of acceptance.

Musical Courier (W) Musical Courier Company. Editor, Leonard Liebling, 113 West 57th street, New York City. Mss., articles on music, general in scope. Prefer comments on timely affairs, not historical, pedagogical or critical. Humorous articles on music solicited. Address articles to Horace Johnson, associate editor. Musical cartoons. Considers all contributions. Payment on publication.

The Nation (W). Editor, Oswald Garrison Villard, 20 Vesey street, New York City. Mss., articles bearing on current affairs chiefly along the lines of politics, economics and international relations. Considers all contributions. Payment on publication.

Nation's Business (M) U. S. Chamber of Commerce. Editor, Merle Thorpe, 1615 H street, N. W., Washington, D. C. Mss., articles, 2,500 to 3,000 words, describing new developments in the business world; articles interpreting events outside the business field which may effect business. In short, any material which should help to improve the reader's own business. Art director, Lester Douglas. Considers all contributions. Payment on acceptance.

Nature Magazine (M) American Nature Association. Editor, P. S. Ridsdale, 1214 16th street, Washington, D. C. Mss., natural history articles. Art director, R. W. Westwood, photos, paintings, etchings, black and white drawings. Considers all contributions. Payment on acceptance.

The New Republic (W) New Republic Publishing Co. Editor, Bruce Bliven, 421 West 21st street, New York City. Mss., political, social and economic articles, particularly in their reference to Americans, sketches and poetry. Considers all contributions. Payment on publication, 2c a word.

Popular Science (M) Popular Science Publishing Co., Inc. Editor, Raymond J. Brown, 381 Fourth avenue, New York City. Mss., vivid, accurate, non-technical accounts of progress in science and mechanics stressing "human-interest" angle and well illustrated with striking photographs, up to 3,000 words. Shorts, 300 words or less describing new inventions and scientific discoveries, illustrated by photographs; also one and two-page photo layouts, picture stories of exploration, new and interesting industrial processes. "How-to-make" material for Home Workshop department. "Kinks" for the handy man, machine-shop worker and automobile mechanic and owner. Art Director, Sydney Oxberry. Photographs, drawings, and covers. Considers all contributions. Payment on acceptance.

Physical Culture (M) Physical Culture Publishing Corp. Editor, Sheppard Butler, 1926 Broadway, New York City. Mss., fiction articles, and personal experience narratives of any length having to do with health, exercise, nutrition, athletics, outdoor life, training of children and kindred topics. Art director, Wallace Hamilton Campbell. Oil, wash, pen and ink illustrations, cover designs, cartoons. Considers all contributions. Payment 10 days after acceptance.

The Rudder (M) Rudder Publishing Co. Editor, William F. Crosby, 9 Murray street, New York City. Art director, C. Raymond Teller. Photographs. Considers only art work. Payment on publication.

St. Nicholas Magazine (M) Scholastic-St. Nicholas Publishing Co. Editor, May Lamberton Becker, 155 East 44th street, New York City. Mss., stories, 2,500 to 4,000 words, articles, 500 to 2,000 words, poetry suitable for boys and girls of from ten to fifteen years of age. Articles should be accompanied with photographs wherever possible. Art director, Laura P. Miller. Illustrative material for stories. Considers all contributions. Payment a month after acceptance.

Sample Case (M) United Commercial Travelers. Editor, J. G. Daly, 632 North Park avenue, Columbus, Ohio. Mss., an occasional article dealing with salesmen and their problems. Considers al contributions. Payment on publication.

Saturday Evening Post (W) Curtis Publishing Co. Editor, George Horace Lorimer, Independent Square, Philadelphia. Mss., stories, articles, verse, departmental material. Art director, W. T. Martin. Illustrations, covers, humorous drawings. All contributions considered. Payment on acceptance.

Screen Play, Screen Book and Hollywood Magazines (M) Fawcett Publications, Inc. Editor, Capt. Billy Fawcett, Minneapolis, Minn. Mss., only writers in direct contact with stars and studios are in a position to contribute to these three motion picture magazines. Payment on acceptance.

Sport Story Magazine (S-M) Street & Smith, Inc. Editor, Lon Murray, 79 Seventh avenue, New York City. Mss., fiction involving and centering on sports of a competitive nature. Fast-moving plot and physical action required. Fact articles of famous athletes in almost any sport. Critical and controversial articles on sports, or phases thereof. Art director, William James. Black and white line work only. Payment on acceptance.

Spur (S-M) The Spur Publishing Co., Ltd. Editor, H. S. Adams, 515 Madison avenue, New York City. Mss., personality, travel and the arts. Photographs. Considers all contributions. Payment on acceptance.

Startling Detective Adventures (M) Country Press, Inc. Editor, Capt. Billy Fawcett, Minneapolis, Minn. Mss., 5,000 words, 7,000 words limit; two or three part stories 5,000 words per installment. Photographs with stories. Payment within 10 days, 2c a word.

Tatler & American Sketch (M) Carlton Publishing Corp. Editor, J. C. Schemm, 331 Madison avenue, New York City. Mss., satirical articles relative to society or burlesque on society. Art director, John H. Hade. Covers for magazine, illustration on sport events. Considers all contribution. Payment 10th of month following publicatin.

Triple-X Western (BI-M) Fawcett Publications, Inc. Editor, Capt. Billy Fawcett, Minneapolis, Minn. Mss., short stories 2,000 to 7,000 words; novelets up to 20,000; action verse. Payment on acceptance, 1½c a word.

True Confessions (M) Fawcett Publications, Inc. Editor, Capt. Billy Fawcett, Minneapolis, Minn. Mss., love stories of all types, told in first person only, and based upon real life. Confessions up to 5,000 words, serials same length per installment, up to 15,000 words. Payment within 10 days of acceptance, 2c a word.

U. S. Air Services (M) Air Service Publishing Co., Inc. Editor, Earl N. Findley, Transportation Building, Washington, D. C. Mss., aeronautical subjects not too technical, but of interest to those who are, as well as to those who are interested chiefly in the practical results being achieved so rapidly in the art and science of flight. Half tones, 133 screen. Considers all contributions. Payment on publication.

Woman's World (M) Manning Publishing Co. Editor, Cora F. Sanders, 4223 West Lake street, Chicago, Ill. Considers all contributions. Payment on acceptance.

World's Work (M) Doubleday, Doran & Co. Editor, Alan C. Collins, 244 Madison avenue, New York City. Mss., articles appealing to the business executive. Industrial photographs. Considers all contributions. Payment on acceptance.

Writer's Monthly (M) The Home Correspondence School. Editor, J. Berg Esenwein, Myrick Building, Springfield, Mass. Mss., strictly technical and practical articles on writing in all branches, 2,000 words.

STATE LEGISLATIVE CORRESPONDENTS

ALABAMA (Montgomery)—Associated Press—T. M. Davenport, William I. Truby; Montgomery Advertiser—Hartwell Hatton, Atticus Mullin; Birmingham News & Age-Herald—Hugh Sparrow; Alabama Journal, Mobile Register & News-Item—Hubert Baughn; Mobile Press—Fred Gormley; Mobile Press, Birmingham Post—James E. Taylor; International News Service—Wesley Haygood; United Press—Sam Slate.

ARIZONA (Phoenix)—Associated Press—Ralph O. Brown, E. W. Redwine, W. A. Richardson; United Press—George D. Crissey, Guy Jackson; Arizona Republic—Harvey Mott, Clyde H. Threlkeld; Phoenix Gazette—T. W. B. Anderson, William Turnbow; Tucson Arizona Star—Talbot Smith; International News Service—Frank Moy, John Toles; Arizona News Service—Ned Creighton, Wayne Hubbs.

ARKANSAS (Little Rock)—Associated Press—Henry N. Dorris, Bernard L. Livingstone, Paul Donald; United Press—Sam Farrington; Fort Smith Southwest American—Clarence F. Byrnes.

CALIFORNIA (Sacramento)—Associated Press—A. R. Kensey, Henry C. McArthur, Raymond F. Law, Gene Carpenter, Robert S. Vallespin; California Publisher—John B. Long; California Real Estate Magazine; Glenn D. Willaman, Evelyn Feliz Erb; Dinuba Daily Sentinel—Franklin Hichborn; Fresno Bee—Carroll Williams; Fresno Republican—Esto Broughton; Los Angeles Chronicle—Richard S. Sparks; Los Angeles Evening Express—A. M. Alderson; Los Angeles Evening Herald—Ross G. Marshall; Los Angeles Times—Cleaves A. Jones, Harry Carr; McClatchy Newspapers—Arthur V. Buel; Modesto News Herald—Carroll Williams; Oakland Tribune—Anthony F. Moltoret; Pacific Coast Independent Exhibitor—Thomas D. Van Osten; Pacific Coast News Service—William Parker, James Adam, Gilbert Gordon; Pacific Dairy Review—G. H. Rothe, Robert E. Jones; Redwood City Times-Gazette—Mona L. Christensen; Sacramento Bee—Walter P. Jones, Arthur B. Waugh, Steve L. Kyle, J. Earl Langdon, Hamilton Hintz, Geo. D. Dean, Roy Goodwin, Sam R. Leedom; Sacramento Union—Neill M. Toohy, John Sullivan; San Francisco Chronicle—Earl C. Behrens; San Francisco Examiner—William H. Jordan, Herbert L. Phillips; San Francisco News—Esto Broughton; Stockton Record—Esto Broughton; Sutter Independent—A. A. McMullen; Railway Labor News—James M. Murphy, M. F. O'Malley; The Tax Digest—James Mussati; United Press—Homer L. Roberts, Russell D. Pennycook, Melvin Lord.

CONNECTICUT (Hartford)—Hartford Courant—Robert D. Byrnes, Frank F. Atwood; Hartford Times—John G. Beckley, Moses Berkman, Joseph Mullin, James A. Harrington; New Haven Register—T. W. Keenan; Waterbury Republican—W. R. Brooks; Bridgeport Post-Telegram—Andrew H. Lyon; Bridgeport Times-Star—Alan H. Olmstead; Middletown Press—Sidney W. Challenger; Bridgeport Herald—James P. Copeland; New Britain Herald—Robert C. Vance; Norwich Bulletin—William W. Ives; Associated Press—W. J. Myers, Carl J. Lalumia; International News Service—Herbert L. Crapo, James Fyvil; United Press—George R. Morris, Jr.

DELAWARE (Dover)—Associated Press—Herman C. Taylor; Wilmington Every Evening—George Shtofman; Wilmington Journal—William E. Hayes; Wilmington News—Harrie T. Price.

FLORIDA (Tallahassee)—Associated Press—Rex Saffer, Henry S. Wren, Wilber Crowford; United Press—George W. Dobbs; International News Service—John Kilgore, Byron West; United States Daily—Jane Rockwell; Jacksonvill Florida Times-Union—O. S. Wodrich, Francis R. Bridges, Jr.; Miami Herald—J. K. Ballinger; Miami News—S. W. Matthews; Tampa Tribune—Howard W. Hartley; Tampa Times—Jerry McLeod; Pensacola Journal and News—R. L. Shipp; Associated Dailies of Florida—Charles P. Helfenstein; Tallahassee Democrat—Sam Ellis.

GEORGIA (Atlanta)—Atlanta Constitution—R. E. Powell, Ben Cooper; Atlanta Georgian-American—Tom Arnold, James H. Nevin, Jr.; Atlanta Journal—C. E. Gregory, Ed. H. Bradley; Macon Telegraph, Augusta Chronicle—John H. Hammond; Associated Press—Glenn Ramsey; United Press—Foster Eaton.

IDAHO (Boise)—Associated Press—Preston Grover; Boise Idaho Statesman—H. H. Miller, A. F. Riddle, Mrs. Eva Hunt Dockery; Capital News—T. H. Evans.

ILLINOIS (Springfield)—Chicago American—Justin Forrest, William H. Stuart; Chicago Post—Joel David Wolfsohn; Chicago News—Warren Phinney, Con B. Rourke; Chicago Tribune—Arthur M. Evans, Parke Brown, Percy Wood; Chicago Herald & Examiner—James F. Hennessey; Illinois State Journal— George W. Marney, George R. Smith; Associated Press—Aubrey Cribb, James E. Tripp, Franklin K. Mullin; United Press—Don Chamberlain, George Schuppe; International News Service—Lowell M. Puckett, Howard M. Fuller; Illinois State Register—George W. Munford.

INDIANA (Indianapolis)—Indianapolis Star—Maurice Early, Horace M. Coats, Carl F. Ogle; Indianapolis News—Harold C. Feightner, Wayne Guthrie, Dudley Smith, Robert A. Butler, Harold Harrison; Indianapolis Times—Robert A. Beard; Daniel M. Kidney, Ben Stern; Associated Press—Edwin Henderson, Claude Wolff; United Press—Mark Knight.

IOWA (Des Moines)—Associated Press—Chas. V. Warren; International News Service—Fred Lockwood; United Press—Edward G. Dickson; Des Moines Register & Tribune—C. C. Clifton, Cliff Millen.

KANSAS (Topeka)—Kansas City Star—Cecil Howes, Fred C. Trigg; Kansas City Journal-Post—W. G. Clugston; Topeka State Journal—A. L. Shultz; Topeka Capital—Milton Tabor, J. R. Hubbard; International News Service—R. H. Parsons; Concordia Times—Marion Ellet; Associated Press—J. B. Engle, R. Gordon Brown; Kansas City Kansan—Don Ballou.

KENTUCKY (Frankfort)—Louisville Courier-Journal—J. Howard Henderson, Clay Wade Bailey; Associated Press—Dwight L. Pitkins; Lexington Herald—Ollie M. James; Covington Times-Star—Pryor Tarvin; Cincinnati Enquirer—Wilmer G. Mason; Frankfort State Journal—Dulin Moss; Louisville Herald-Post—O. M. Wasson; Louisville Courier-Journal & Times—Joe Hart; Mildred McCann Moss—Frankfort State Journal; Lexington Herald, Louisville Herald-Post; Lexington Leader—A. B. Guthrie; Louisville Courier-Journal & Times—Paul Hughes; Associated Press—William Arbogast.

LOUISIANA (Baton Rouge)—New Orleans Times-Picayune—Geo. Vandercoort, Geo. Healy, Jr.; New Orleans Item & Tribune—Hermann Deutsch, C. E. Frampton, Helen Gilkison; New Orleans States—A. W. Newlin; Associated Press—Quincy Ewing; State Times—C. P. Liter.

MARYLAND (Annapolis)—Washington (D.C.) Star—George Porter; Baltimore Post—Louis Azrael, James H. Newell; Baltimore Sun—Louis J. O'Donnell, Thomas M. O'Neill.

MASSACHUSETTS (Boston)—Boston Globe—John D. Merrill, Leverett D. G. Bentley; Boston American—Bernard J. Doherty; Boston Transcript—Richard D. Grant; Worcester Telegram & Gazette—James H. Guilfoyle; Christian Science Monitor—Rush T. Jones, W. Clifford Harvey; Springfield Republican & News—Henry G. Logan; Springfield Union—Donald F. McPhee; Boston Herald—William E. Mullins; Boston Traveler—Donald R. Waugh; Boston Post—Robert T. Brady; Boston News Bureau, North Adams Transcript, Berkshire Eagle—Julius V. Clark; Boston Post—Robert T. Brady; Associated Press—Paul C. Ryan; United Press—Karl Ryan; International News Service—Copeland News Service; New Bedford Standard—Grover C. Hoyt; Boston Transcript—William E. Furbush.

MICHIGAN (Lansing)—Associated Press—Gilbert T. Shilson, Sam B. McCool; United Press—Claude J. Markle; Lansing Capital News—Merrick M. Hill; Lansing State Journal—Philip Brewer; Pontiac Press—A. B. Glaspie; Detroit Times—Peter Fagan, Carl Muller; Detroit News—John Fitzgibbon, Donald MacGowan, W. A. Markland, Albert Stoll, Jr.; Detroit Free Press—Frank G. Morris, James P. Powers, Don O. Champney; Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Bay City Times, Saginaw News, Jackson Citizen-Patriot—Guy H. Jenkins; Lansing State Journal—Robert B. Miller, Joseph H. Creighton; Grand Rapids Herald—Frank Sparks; Michigan Roads and Airports—John W. Hannen; Michigan State Digest—Ed. A. Nowack.

MINNESOTA (St. Paul)—Associated Press—Roy F. Hendrickson, Earl Christmas, J. R. Vessels, R. E. Anderson, Richard P. Powers; Minneapolis Journal—Charles B. Cheney, Lewis C. Mills; St. Paul News—G. B. Wollan, Donald F. Voigt, J. H. Seeger; St. Paul Dispatch-Pioneer Press—A. I. Harris, Orlin Folwick; Minneapolis Tribune—C. L. Franks, H. O. Cooley; United Press—H. E. Salisbury; Duluth Herald & News Tribune—Robert C. Emery; Capitol News Bureau—Vance Chapman; Finance and Commerce and Lake District Advocate—Emma Morris.

MISSISSIPPI (Jackson)—Associated Press—Hodding Carter; United Press—G. H. Suttle, Jr.; Clarion Ledger—Craddock Goins; Daily News—Jack Hancock; Memphis Commercial Appeal—Hilton Butler; New Orleans Times-Picayune—John Hudson.

MISSOURI (Jefferson City)—St. Louis Post-Dispatch—Curtis Betts, Boyd Carroll; St. Louis Globe-Democrat—Asa Hutson, Harry Edwards, Hume Duval; St. Louis Star—Jack Craig, Harvey Wertz; St. Louis Times—Ray Schroeder; Kansas City Star-Times—George Wallace, James King; Kansas City Journal-Post—R. E. Holliway; Springfield Press—Floyd Sullivan; Springfield Leader—Ovid Martin; Associated Press—Calvin Speedy, James King, Herbert Kline; United Press—Meade C. Munroe; Country Newspapers—J. S. Hubbard.

NEBRASKA (Lincoln)—Lincoln Star—Ellis E. Wolfe; Nebraska State Journal—Phil Wadhams, John Thompson, Harry T. Dobbins; Omaha World Herald—Marr McGaffin; Associated Press—Theodore M. Metzger; United Press—Walter Rundle; Nebraska Farmer—Robert Vance; Lincoln Star—Monroe Kezer; Omaha Bee News—Fred Carey.

NEW HAMPSHIRE (Concord)—Manchester Union—Arthur W. DeMoulpied; Concord Monitor—Albert S. Baker; Keene Sentinel—Albert S. Baker; Boston Herald—Oliver Jenkins; Christian Science Monitor—Rae S. Hunt.

NEW JERSEY (Trenton)—Trenton Times—James Kerney, Frank Schroth, Chris Messerschmitt, George B. Schick; Newark News—James F. Dale, John J. McDonough, Lewis S. Garrison, Edward M. Gilroy; Philadelphia Inquirer—Frank Thompson; Philadelphia Public Ledger—John J. McDonough; Jersey City Journal—Julius Grunow; Lanning News Bureau, Camden Courier, Elizabeth Journal, New Brunswick Home News—Leo J. Lanning; New York Times—C. Harold Levy; Newark Star-Eagle—Willard E. Bowman, James P. Higgins, Edwin C. Lanigan, M. W. Higgins; State Gazette, Newark Sunday Call, Jersey Observer—William R. Clark; New Jersey Legislative News—Edwin J. Burke, James M. Burke; Legislative News Bureau—Daniel A. Dugan, Frank A. Reddan, John A. Reddan, Frank Taylor, Fred Burgner; New York Herald Tribune, New York Evening Post, Newark Sunday Call—Raymond Schroth; Jersey Observer—A. L. Ransom; New York Times—John H. Sines; Atlantic City Daily Press—Francis E. Croasdale; Philadelphia Evening Ledger—Albert B. Thompson; New Jersey News—John J. Farrell; Camden Argus—Upton S. Jefferys; Kelly News Bureau, New York Sun, Patterson News, Philadelphia Bulletin, Inter-Borough News, Bergenfield—Arthur J. Kelly; Philadelphia Bulletin, Newark Star-Eagle—J. Joseph Gribbins; Associated Press—Chas. E. Gregory, Alfred Collison, Francis A. Jamieson, Wm. F. Carter; Kelly News Service—Frank McCullough; Legislative Index—Robert S. Daliens; Camden Post, Philadelphia Record—Robert Exton; Kirby News Bureau, American Agriculturist—Amos Kirby; Free Lance—George Biehl; Hudson Dispatch—Irving A. Brody, Haddon Ivins; Standard News Association—Leonard Norman; Lanning News Bureau—Dean H. Ashton, Harry J. Webster; Bergen Evening Record—Donald G. Borg, James R. Sutphen; Free Lance—Samuel W. Silverman, Charles Nathan.

NEW MEXICO (Santa Fe)—Santa Fe New Mexican—A. N. Morgan; Associated Press—Glenn Brill, Chuck Munson; United Press—Joe Bursey, Ed Werkman.

NEW YORK (Albany)—New York Sun—John C. Crary; Associated Press—Russell Hathaway, Elton C. Fay; International News Service—Raymond I. Borst; United Press—Thomas G. Ford; New York Times—W. Axel Warn; New

STATE LEGISLATIVE CORRESPONDENTS

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York American—William E. Lawby; Buffalo Courier-Express—Thomas C. Stowell; New York World Telegram—George D. Morris; New York Morning Telegraph—George W. Herrick; Bronx Home News—Samuel J. T. Coe; Staten Island Advance—George M. Janvrin; Buffalo Evening News—Charles H. Armitage; Buffalo Courier-Express—Harold P. Jarvis; Rochester Times-Union—Walter S. Green; Albany Knickerbocker Press—Jerome L. Smith; Albany Evening News—Robert R. Arnold; Albany News—Jo Leonard; Utica Press—Edward C. Cuyler; Troy Record—Edward McDonald; Troy Times—John Hayden; New York Journal—Maurice Rodesk; Brooklyn Standard Union—Thomas D. Peters; Brooklyn Eagle—Clinton L. Mosher; Albany Times-Union—Leo W. O'Brien; New York Herald Tribune—John C. O'Brien; Watertown Times—E. Avery Nelson; Rochester Times-Union—Frederick A. Storm; Brooklyn Times—George Cassidy; New York Herald Tribune—Edward W. Bates; New York Times—James M. Kieran; Rochester Democrat & Chronicle—Charles Cole.

NORTH CAROLINA (Raleigh) — Raleigh Times—Wade H. Lucas, P. D. McLean, James B. Allen; Associated Press—W. Joynes Macfarlan, Paul Barkley; Association of North Carolina afternoon newspapers—John C. Baskerville; Raleigh News & Observer—Robert E. Williams, Charles J. Parker; United Press—Robert A. Erwin; Greensboro News—W. Thomas Bost, J. W. Cannon; Charlotte Observer—Macon R. Dunnagan.

OHIO (Columbus)—Cleveland Plain Dealer—William C. Howells, Ralph J. Donaldson; Youngstown Vindicator—George U. Marvin; Ohio State Journal—Karl B. Pauly, H. Preston Wolfe; Scripps-Howard Newspapers—Hal W. Conefry; Associated Press—H. H. Daugherty; Cincinnati Enquirer—Herbert R. Mengert; Columbus Dispatch—George Smallsreed, Arthur C. Johnson, Jr., Charles S. Williams; Scripps-Howard Newspapers—Frank M. Heller, James T. Keenan; Columbus Citizen—George A. Snodgrass; Cleveland Press—Ralph Burkholder; News League of Ohio—John W. Fisher; United Press—Henry T. Gorrell; Associated Press—John P. Biehm; International News Service—C. H. Haddox, H. Earl Wilson; Toledo Blade, Toledo Times—Carroll McCrea; Cleveland News—I. L. Kenen; Cincinnati Times-Star—R. A. Forster; Akron Beacon Journal—J. Edward Hancock.

OKLAHOMA (Oklahoma City)—Tulsa World—Paul Robarts; Tulsa Tribune— R. M. McClintock; Daily Oklahoman—Parker LaMoore, Otis Sullivant; Oklahoma City Times—Harold Mueller, Merle Blakely, Lee Hills; Oklahoma News—Jim Hopkins, Curtis Ward Dan De Laney; Muskogee Phoenix—Robert Chandler; Associated Press—Charles Haslett; United Press—Frank Hall; International News Service—W. F. Bickford; Dallas News—Fred Riseling.

OREGON (Salem)—Associated Press—Clayton V. Bernhard, Stephen A. Stone; United Press—Dennis Landry; Portland Oregonian—Robert A. Notson, Wayne A. Pettit, Richard Hamilton; Portland Oregon Journal—A. L. Lindbeck, Ralph Watson, Larry Smyth; Salem Oregon Statesman—C. A. Sprague, Sheldon F. Sackett; Salem Capital Journal—Harry N. Crain; International News Service—Jim Preble; Salem Capital Journal—C. K. Logan.

PENNSYLVANIA (Harrisburg)—Hill News Bureau—Walter D. Roos, George I. Fisher; United Press—Allen G. Crist, Thomas E. Williams, Joseph Wasney, James Sullivan; Associated Press—Walter Steiglemann, David Fernsler, Morris Swartz, Norman Gage; Harrisburg News—Charles G. Miller; Philadelphia Ledger—Porter Oglesby, James P. Colligan; Philadelphia Public Ledger—Charles G. Miller, Bernard Haggarty; International News Service—W. B. Brown, Leo Dolan, Robert F. Gorman; Philadelphia Bulletin—Walter D. Roos, Allen Davis; Philadelphia Inquirer—George I. Fisher; Harrisburg Patriot—Wilbur Halbert; Philadelphia Inquirer—George J. Brennan, John M. Cummings; Philadelphia Record—Robert B. Vale; Pittsburgh Press—Mark Shields; Pittsburgh Sun-Telegraph—Ed. Prendergast; Pittsburgh Post-Gazette—John K. Morrow; Scranton Times—E. J. Hart; Scranton Republican—Martin Hayes.

RHODE ISLAND (Providence)—Journal & Bulletin—C. Burbank, James Warner, James Hart.

SOUTH CAROLINA (Columbia)—Associated Press—Miles H. Wolff, D. W. Hancock; Columbia State—Ralph E. Grier, Rupert R. Fuller; Greenville News—J. E. Brunson; Columbia Record—Ashley Halsey, Jr.

SOUTH DAKOTA (Pierre)—Pierre Dakotan—S. A. Travis; Capital Journal—R. B. Hipple, J. B. Hipple; Associated Press—Fred R. Zimmer, Vincent Hoyman.

TENNESSEE (Nashville)—Nashville Tennessean—Joe Hatcher, W. F. Frye, Jr., Ray Learner; Nash Banner—Brainerd Cheney, Ralph Perry; Memphis Commercial-Appeal—Dick Breece, Hilton Butler; Memphis Press Scimitar, Knoxville News-Sentinel—Benton J. Stong, George W. Carmack; United Press—George Carmack; Associated Press—Wayne T. Cottingham, Ernest B. Vacarro, Pugh Moore; Chattanooga Times—Frend Hixson.

TEXAS (Austin)—Associated Press—R. W. Barry, Charles E. Simons; Dallas News—William M. Thornton, Dawson Duncan, Alonzo Wasson; San Antonio Express—Ed S. Newton; Houston Post Dispatch—Ed Kilman; United Press—Gordon K. Shearer, Vernon McGee; Fort Worth Star Telegram—Byron C. Utecht; Houston Chronicle—Ed Rider; Houston Press—Dick Vaughan; International News Service, Houston Chronicle, San Antonio Light; Dallas Times-Herald—Vann M. Kennedy; International News Service—B. P. Bolton; Marsh-Fentress, Harte-Hanks, Amarillo News-Globe, United States Daily, Editor & Publisher—S. Raymond Brooks.

UTAH (Salt Lake City)—Salt Lake Tribune—N. L. Wilson, William Patrick; Salt Lake Telegram—B. L. Flanagan, B. W. Speare, A. F. Phillips; Salt Lake Deseret News—R. E. Dickerson, Harold Morgan.

VIRGINIA (Richmond)—Richmond Times Dispatch—George Prince Arnold, A. Judson Evans, Virginius Dabney; Richmond News Leader—Roy C. Flannagan, R. C. L. Barrett; Associated Press—Frank H. Fuller, Heywood Bell; Norfolk Ledger-Dispatch—George A. Lineweaver; Norfolk Virginian Pilot—Joseph Leslie; Roanoke Star—Lester N. Inskeep.

WASHINGTON (Olympia)—Seattle Post Intelligencer—Irwin Blumenfeld, E. B. Fussell; United Press—Dan Bowerman; Associated Press—Ben H. Conner, C. A. Hayes, D. J. Marston; Seattle Times—William H. Curry; Tacoma Times—Floyd A. Fessler; Daily Olympian—Horace M. Lane; Journal of Commerce, Seattle—Clancy M. Lewis; Wenatchee World—Francis H. Miller; Tacoma News-Tribune—George A. Miller; U. S. Daily—M. L. McCully; Spokane Spokesman-Review—R. A. Seelig; Tacoma Ledger—Lew Williams.

WEST VIRGINIA (Charleston)—Associated Press—L. U. Leslie, H. W. Faron, M. R. Fullerton.

WISCONSIN (Madison)—Associated Press—E. L. Almen, Kenneth E. Hopping, Robert S. Kleckner; United States Daily—Don Anderson; Wisconsin News—Harry G. Croy; Wisconsin State Journal—J. Winter Everett, Michael H. Griffin; Holmes News Service, Chicago Tribune—Fred L. Holmes, Edward N. Hein; Milwaukee Sentinel—Edward T. Kaveny; United Press—Willard R. Smith, William F. McIlrath, Capital Times—Charles W. Holmburg, Calmer Browy; Milwaukee Journal—J. Craig Ralston, Fred C. Sheasby, H. Paul Ringler; Tiller News Service—Arthur A. Tiller; Eau Claire Telegram—William P. Welch; Anderson's Madison Service, Inc.—Alfred T. Willoughby.

WYOMING (Cheyenne)—Cheyenne Tribune Leader—Shelby S. Thompson.

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Maine Press Association.—James B. O'Kane, Rumford Falls Times, president; Nathan H. Small, Belfast Republican Journal, secretary-treasurer.

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Massachusetts State House Press Association.—Leverett D. G. Bentley, Boston Globe, president; Bernard J. Doherty, Boston American, secretary.

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Minnesota Editorial Association.—Grove Wills, Eveleth, president; Allen E. McGowan, 9 Washington avenue, So., Minneapolis, secretary-treasurer.

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Missouri Press Association, Inc.—W. J. Sewall, publisher, Carthage (Mo.) Press, president; J. S. Hubbard, Columbia, executive secretary.

Monmouth County Press Association.—Wayne D. McMurray, Asbury Park (N. J.) Press, president; Frederic S. Hayes, Red Bank (N. J.) Register, secretary.

Montana State Press Association.—H. B. Brooks, editor, Harve (Mont.) News, president.

National Assn. of Playgoer Publishers—Pres., Emery Brugh, 134 North La Salle St., Chicago. Sec., M. M. Hymes, 512 Palace Bldg., Minneapolis.

National Assn. of Teachers of Marketing and Advertising.—Pres., Prof. Paul D. Converse, University of Illinois, Urbana. Sec., Hugh E. Agnew, New York University.

National Industrial Advertisers' Assn.—Pres., Allan Brown, 247 Park Ave., New York. Sec., Miss Ethel Kraus, 420 Lexington Ave., New York.

National Press Club.—Bascom N. Timmons, National Press Building, Washington, D. C., president; Charles A. Hamilton, Washington, D. C., treasurer; Lee Poe Hart, Washington, D. C., secretary.

National Publishers' Association.—A. C. Pearson, United Business Publishers', Inc., 230 West 39th street, New York City, president; George C. Lucas, 15 West 37th street, New York City, secretary-treasurer.

Nebraska Press Association.—Dwight P. Griswold, Gordon Journal, president; Parke P. Keays, 328 Stuart Bldg., Lincoln, secretary; Frank O. Edgecombe, Geneva, treasurer.

Nevada State Press Association.—R. C. Stitser, publisher, Winnemucca Humboldt Star, president; Claude H. Smith, manager, Fallon Standard, secretary-treasurer.

New Jersey Legislative Correspondents' Club, Inc.—James F. Dale, State House, Trenton, president; C. F. Messerschmitt, New Jersey State Chamber of Commerce, 605 Broad street, Newark, secretary-treasurer.

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Newspaper Advertising Executives' Assn.—Pres., Don U. Bridge, New York Times. Sec., Robert Wolfe, Indianapolis News.

Newspaper Club of New York, Inc.—Leslie H. Allen, acting president, 17 West 71st street, New York City, president; Arthur Tucker, Hotel Claridge, secretary-treasurer.

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New York Press Association.—Floyd B. Miner, Fairport Herald-Mail, president; Jay W. Shaw, 404 Merchants Bank Bldg., Elmira.

North Carolina Press Association.—J. L. Horne, Jr., Rocky Mount, N. C., president; Beatrice Cobb, Morganton, N. C., secretary-treasurer.

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Northeast Texas Press Association.—Arthur Bagwell, Plano, president; R. J. Edwards, Denton, secretary-treasurer.

Northwest Arkansas Press Association.—Rufus J. Nelson, editor, Fayetteville (Ark.) Arkansas Countryman, president; Ertie O. Allred, editor, Green Forest (Ark.) Tribune, secretary-treasurer.

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Associations and Clubs

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NEWSPAPER RADIO STATIONS IN THE U. S. AND CANADA

BELOW appears a list of radio stations and newspapers which own and operate them, or maintain a relationship described as "affiliated", which has no exact standardized definition in this field.

Most of the newspapers which are shown as owning stations also operate them. Sometimes this operation is directly under the direction of the newspaper editorial and business executives. Sometimes it is in the hands of separate personnel, co-operating with the newspaper whenever opportunity offers. In a few cases, the newspaper's radio station is in charge of a separate, but closely related corporation. In one case, a newspaper leases its station to an outside operator. In a few other cases, the newspaper leases a station, the technical operation remaining in the hands of the owner while the newspaper arranges and directs programs.

The activities covered by "affiliated" are many. In some cases there is a tie-up between the newspaper advertising departments and the station's commercial staff, whereby newspaper space and radio time are sold co-operatively. In others affiliation means that the newspaper either furnishes news to the station for broadcasting, or takes time itself to broadcast a summary of its day's report. In others it means that the newspaper sponsors special news broadcasts over the station's facilities. "Affiliated" may mean almost any degree of relationship short of actual ownership or lease.

KTAR—Phoenix (Ariz.) Republic and Gazette (owned).
KVOA—Tucson (Ariz.) Citizen (affiliated).
KFOX—Long Beach (Cal.) Press-Telegraph (affiliated).
KFVD—Culver City (Cal.) Los Angeles Record (affiliated).
KHJ—Los Angeles Times (affiliated).
KMJ—Fresno (Cal.) Bee (owned).
KFWB—Los Angeles Examiner (affiliated).
KMTR—Los Angeles Herald and Express (affiliated).
KLX—Oakland (Cal.) Tribune (owned).
KTAB—Oakland (Cal.) Post-Enquirer (affiliated).
KDB—Santa Barbara (Cal.) Press & News (affiliated).
KFBK—Sacramento (Cal.) Bee (owned).
KFRC — San Francisco Call-Bulletin (affiliated).
KGRM—Stockton (Cal.) Record (affiliated).
KWG—McClatchy Newspapers, Sacramento, Cal. (owned).
KREG—Santa Ana (Cal.) Register (affiliated).
WMAL—Washington (D. C.) Star (affiliated).
WOL—Washington (D.C.) Herald and Times (affiliated).
WFLA—Clearwater (Fla.) Sun (affiliated).
WIOD—Miami (Fla.) Herald (affiliated).
WDAE—Tampa (Fla.) Times (owned).
WSB—Atlanta (Ga.) Journal (owned).
DIDO—Boise (Idaho) Statesman (affiliated).
KFKX—Chicago (Ill.) Herald & Examiner (leased).
KYW—Chicago Herald & Examiner (leased).
WAAF—Chicago (Ill.) Daily Drovers' Journal (owned).
WBBM—Chicago (Ill.) Illustrated Times (affiliated).
WGES—Oak Leaves, Oak Park, Ill. (owned).
WGN—Chicago Tribune (owned).
WIBO—Chicago American (affiliated).
WMAQ—Chicago Daily News (owned).
WLS—Pairie Farmer, Chicago (owned).
KFLV—Rockford (Ill.) Register-Republic (affiliated).
WHBU—Anderson (Ind.) Bulletin (affiliated).
WFBM—Indianapolis Star (affiliated).
WFAM—South Bend (Ind.) Tribune (owned).
KWCR—Cedar Rapids (Iowa) affiliated with Des Moines Register.
KSO—Clarinda, (Iowa) affiliated with Des Moines Register.
WIAS—Ottumwa (Iowa) affiliated with Des Moines Register.
WSBT—South Bend (Ind.) Tribune (owned).
KSCJ—Sioux City (Ia.) Journal (owned).
KGNO—Dodge City (Kan.) Globe (affiliated).
WIBW—Capper Publication, Topeka, Kan. (owned).
KFH—Wichita (Kan.) Eagle (Owned in association with Hotel Lassen).
WHAS—Louisville (Ky.) Courier-Journal and Times (owned).
WSMB—New Orleans Item (affiliated).
WWL—New Orleans States (affiliated).
KTBS — Shreveport (La.) Journal (owned).
WABI — Bangor (Me.) Commercial (affiliated).
WLBZ—Bangor (Me.) News (affiliated).
WCSM—Portland (Me.) Express and Press-Herald (affiliated).
WTAG—Worcester (Mass.) Telegram & Gazette (owned).
WELL—Battle Creek (Mich.) Enquirer & News (owned).
WWJ—Detroit (Mich.) News (owned).
WBEO — Marquette (Mich.) Mining Journal (affiliated).
WQBC—Vicksburg (Miss.) Post and Herald (affiliated).
WDAF — Kansas City (Mo.) Star (owned).
KSD—St. Louis (Mo.) Post-Dispatch (owned).
WJAG—Norfolk (Neb.) Daily News (owned).
WOKO—Albany (N.Y.) Knickerbocker Press & News (affiliated).
WBEN—Buffalo (N.Y.) Evening News (owned).
WWNC—Asheville (N.C.) Citizen and Times (owned).
WSJS—Winston-Salem (N.C.) Journal and Sentinel (owned).
WFBE—Cincinnati Post (owned).
JCRC—Enid (Okla.) News (affiliated).
KFJF—Oklahoma City Oklahoma News (affiliated).
WKY—Oklahoma City (Okla.) Oklahoman and Times (owned).
KGFF—Shawnee (Okla.) News (affiliated).
KGGK — Coffeyville (Kan.) Journal (affiliated).
KGW — Portland (Ore.) Oregonian (owned).
KOIN — Portland (Ore.) Journal (owned).
WSAN—Allentown (Pa.) Call (owned).
WGAL—Lancaster (Pa.) Newspapers, (affiliated).
WHT — Harrisburg (Pa.) Telegraph (affiliated).
WQAN — Scranton (Pa.) Times (owned).
WBRE — Wilkes-Barre (Pa.) News (affiliated).
WIX—Columbia (S.C.) States (affiliated).
WTJX—Jackson (Tenn.) Sun (affiliated).
WMC—Memphis (Tenn.) Commercial Appeal (owned).
KWWG—Brownsville (Tex.) Herald (owned).
KRLD—Dallas (Tex.) Times-Herald (owned).
WFAA — Dallas News and Journal (owned).
WRR—Dallas (Tex.) Dispatch (affiliated).
WBAP — Fort Worth (Tex.) Star-Telegram and Record-Telegram (owned).
KFUL—Galveston (Tex.) News & Tribune (owned).
WPRC—Houston (Tex.) Post-Dispatch (owned).
KLTC—Houston (Tex.) Post-Dispatch (affiliated).
KGKL—San Angelo (Tex.) Standard (affiliated).
KTSA — San Antonio (Tex.) Light (affiliated).
WOAI—San Antonio (Tex.) Express & News (affiliated).
WACO—Waco (Tex.) News & Tribune (affiliated).
WCAX — Burlington (Vt.) News (owned).
WDBJ—Roanoke (Va.) Times & World News (owned).
WHIS—Bluefield (W.Va.) Telegraph (owned).
WSAZ—Huntington (W.Va.) Advertiser and Herald-Dispatch (affiliated).
WWZA—Wheeling (W.Va.) Register (owned).
KFIZ—Fond Du Lac (Wis.) Commonwealth-Reporter (owned).
WCLO — Janesville (Wis.) Gazette (affiliated).
WIBA—Madison (Wis.) Capital-Times and State Journal (owned).
WISN—Milwaukee (Wis.) Wisconsin News (owned).
WTMJ — Milwaukee (Wis.) Journal (owned).
WRJN—Racine (Wis.) Journal-News (owned).
WHBL — Sheboygan (Wis.) Press (owned).
KGU — Honolulu (T.H.) Advertiser (owned).
CFAC — Calgary (Alta.) Herald (owned).
CJCJ—Calgary (Alta.) Albertan (owned).
CJCA — Edmonton (Alta.) Journal (owned).
CKCD—Vancouver (B.C.) Province (owned).
CHNS——Halifax (N.S.) Herald and Mail (owned).
CJGG — London (Ont.) Free Press (owned).
CFCA—Toronto (Ont.) Star (owned).
CFRB—Toronto (Ont.) Globe (affiliated).
CKGW — Toronto (Ont.) Telegram (affiliated).
CKNC—Toronto (Ont.) Mail & Empire (affiliated).
CKAC—La Presse, Montreal, P. Q. (owned).
CKCK—Regina (Sask.) Leader & Post (owned).

YEAR'S IMPORTANT LEGAL DECISIONS AND OPINIONS ON LAW PROBLEMS

New Rulings and Extracts from Lawyer's Opinions on Important Questions in the Daily Newspaper Field

THE following summarized survey of important legal developments in the field of journalism and advertising during the year 1930 is presented by EDITOR & PUBLISHER through the courtesy of Thomas L. Sidlo, general counsel of the Scripps-Howard Newspapers:

ADVERTISING.

Broadcasting by Radio of "lottery and gift programs."—The following is taken from the bulletin issued by the Federal Radio Commission under date of May 4, 1931, relative to the Commission's lack of authority to prohibit the broadcasting of "lottery and gift programs." As the legal basis on which the decision was made may not be brought to the attention of editors and business managers in full from other sources, it is given here for information and reference:

"The Commission denied the petition of Elisha Hanson, Attorney for the American Newspaper Publishers' Association, asking promulgation of an order banning the broadcasting of 'lottery and gift programs.

"The Commission took the position that such a regulation cannot be legally promulgated, that the question of prohibiting lottery advertisements by radio is a matter for legislation by Congress.

The Commission issued the following press relief, May 7:

"Upon frequent occasions there has been brought to the attention of the Commission complaints against radio stations broadcasting fortune telling, lotteries, games of chance, gift enterprises, or similar schemes offering prizes dependent in whole or in part upon lot or chance. On that subject the Commission has to say:

"There exists a doubt that such broadcasts are in the public interest. Complaints from a substantial number of listeners against any broadcasting station presenting such programs will result in the station's application for renewal of license being set for a hearing.

'Copies of this statement were this day ordered by the Commission to be maied to each broadcasting station licensed by the Commission.'"

NEWSPAPER BOYS

Status of newspaper boys under California law as employees of newspapers.—Herewith are extracts from copy of the decision of the Supreme Court of California rendered on a re-hearing granted Jan. 26, 1931, in the case of New York Indemnity Company, et al v. Industrial Accident Commission, et al:

"Proceeding under the Workmen's Compensation Act by Claude Eustace, employee, opposed by the *Los Angeles Evening Herald* and another, employers, and the New York Indemnity Company and another, insurance carriers. To review an award of compensation by the Industrial Accident Commission, the insurance carriers being certiorari.

"Award affirmed.

"Superseding opinion in 287 Pacific 368.

"Per curiam.

"Petition to review and annul an award of the Industrial Accident Commission in favor of the respondent Claude Eustace. This respondent, a man of 34 years, was engaged in selling Los Angeles Evening Heralds and Los Angeles Records on the streets of the city of Los Angeles. He was injured while in the act of selling a paper to a customer who had hailed him from a passing automobile.

"No question is raised as to the correctness of any finding made by the Commission except the finding that the vending on the streets of Los Angeles of these newspapers by the applicant, Claude Eustace, constituted him a compensable employee of the respective publishers thereof, the respondents Los Angeles Evening Herald and Los Angeles Record Publishing Company. The review on this ground alone is asked by the petitioners, who are the insurance carriers for the last-named respondents.

"(1) It becomes necessary, in accordance with well-established rules, to determine whether there is any substantial evidence to support the finding of the Commission that the applicant was an employee of the newspaper publishers, for, if he was an employee, he is concededly entitled to compensation. If, however, the evidence is capable of but one inference, viz. that the injured man was an independent contractor, as contended by the petitioners herein, he is not entitled to compensation.

"Eustace is one of a number engaged in the same occupation in Los Angeles under circumstances similar to those here presented. The undisputed evidence, in substance, is that both the Heralds and the Records were delivered to persons usually called newsboys, of whom Eustace was one, by a district manager, who acted as the representative of both publishing companies in the distribution of the newspapers to the newsboys in his district. The newsboys paid 2 cents each for the Heralds, which were sold by them at a price fixed by the publishers thereof. The newsboys paid $1.25 per hundred for the Records, which they sold also at a fixed price. Eustace took from the district manager a specified number, 130, of Heralds per day, but received as few or as many Records as he wished. Unsold Heralds were not returnable, but credit was given by the district manager for Records returned. The papers were paid for by the newsboys when they received them, or they were charged with the number taken and payment was made at the end of the day. Eustace was not carried on the pay roll of either publisher, and received no salary or reward directly from them. His compensation consisted in the difference between the cost of the papers to him and the price he was permitted by the publishers to charge the public as purchasers.

"Although there is some dispute in the testimony as to just what control or regulation was exercised over the newsboys by the district manager, nevertheless the following conclusions of fact are supported by testimony in the record, some of which was elicited from conceded employees of the publishing companies: That specified 'corners' were allotted to the applicants therefor, who received instructions not to interfere with or sell at another newsboy's corner; that in order to retain his selling station at the corner allotted to him, a newsboy was required to be a 'hustler' and sell a prescribed possible minimum of Heralds for that corner, otherwise his corner was given to another newsboy and he was refused further copies of that paper by the district manager. If copies were distributed for sale to newsboys who were not allotted a corner, they were instructed to sell only between corners and not to interfere with any occupied corner. The circulation manager of the Herald testified that it was one of the duties of the district manager, who is admittedly an employee of both publishers, to try to keep peace among the boys, and that some regulation was enforced as to the stations which the boys were to occupy in vending the papers, that the district manager had personal supervision of the newsboys, and that it was the duty of the district manager to see that all of the territory in his district was covered by newsboys so that the greatest possible number of copies each day would be sold."

"The petitioners' claim that the facts present no more than a case of the purchase of a certain number of papers at wholesale for sale at retail is not supported by the record. The petitioners have not met the burden placed upon them by section 8(b) of the Workmen's Compensation, Insurance and Safety Act (St. 1917, p. 835) of overcoming the presumption that the applicant is an employee entitled to the benefit of the act. See York Junction T. & S. Co. v. Ind. Acc. Comm., 202 Cal., 517, 261 p. 704; Montezuma Mt. School v. Ind. Acc. Comm., 201 Cal., 603, 258 p. 84; Hillen v. Ind. Acc. Comm., supra; Employers' L. A. Corp. v. Ind. Acc. Comm., supra.

"We must therefore conclude on the present record that the system instituted and the organization established for the purpose of supervising and directing the largest distribution and sale of their papers on the streets by the class of news vendors involved herein justified the commission's conclusion that the petitioners' assured retained such powers of control over the class of newsboys so drawn into that system and organization as to characterize them employees within the meaning of the Workmen's Compensation, Insurance and Safety Act.

"The award is affirmed."

PRIVILEGED COMMUNICATIONS

Right to reprint testimony ordered stricken from record.—The following is copy of an opinion rendered by the legal department of the Scripps-Howard Newspapers in answer to a query as to the right of a newspaper to publish testimony which had been given in court and which the court ordered to be "stricken from the record."

"The publication of a fair and truthful account of judicial proceedings is privileged. This rule does not, at least in some cases, include the right to publish the contents of pleadings which have not been used in the actual trial or hearing of a case, but it does include the right to report everything that has occurred in the public trial of a case.

"The fact that a witness in his testimony made a certain statement which was afterwards ordered 'stricken from the record' is as much a proceeding in the trial of the case as though the court had permitted such matter to remain in the record. When a court orders testimony stricken from the record it does not mean that it is to be kept secret and not published, but it does mean and means only that it is not competent evidence for a jury to consider in reaching its conclusions and that the jury is to disregard this testimony.

"You would, therefore, in my opinion, be entirely within your rights in printing testimony as in this case which the court had ordered to be stricken from the record."

PRIVILEGED COMMUNICATIONS

Right under Illinois Law to disclose testimony given before Grand Jury.—The following are extracts from an opinion of the Legal Department of the Scripps-Howard Newspapers as to the liability under Illinois law of newspapers or others for the publication or other disclosure of proceedings before a Grand Jury in Illinois:

The Illinois statute concerning disclosure of proceedings before the Grand Jury, reads as follows:

"No grand juror or officer of the court or other person shall disclose that an indictment for felony is found or about to be found against any person not in custody or under recognizance, except by issuing process for his arrest, until he is arrested; nor shall any grand juror state how any member of the jury voted, or what opinion he expressed on any question before them; and the court, in charging said jury, shall impress upon their minds the provisions of this section. A violation of this section shall subject the offender to an attachment as for contempt of court, in which he may be fined not exceeding $560."

"Apparently not even a person who has testified before the Grand Jury can disclose that an indictment is about to be found, and if such a person makes statements as to testimony in the Grand Jury room and a reporter should infer from that testimony that an indictment is about to be found, and publishes an article to that effect, it is probable that the newspaper which prints the statement (or one of the employees, such as the Editor or Business Manager) could be held in contempt under the above quoted statute.

"We have not been able to find any other Illinois statute which prohibits a grand jury witness repeating the questions asked him by any member of the Grand Jury or by the officer of the court assigned to attend upon the sessions of the Grand Jury, or his answers to such questions.

"However, if a press association or a newspaper takes such statements and reports them in such a way as would reveal the fact that an indictment is about to be found, or if they receive false statements from the witness and print such false statements, or if they publish statements which might be held by the court to be an interference with the processes of the Grand Jury, then it is possible that the press service or newspaper (or one of their employees) might be held in contempt for so doing.

"In other words, it is necessary to make clear that in publishing statements made by a Grand Jury witness as to conversations in the Grand Jury room, the press service or newspaper is relying on the word of the witness, and if the witness is not telling the truth or is garbling the story, then the news service or newspaper must take its chance of being held in contempt on a possible holding by a court that such published statements constituted an interference with the administration of justice. The matter should be held down to publication of the exact facts which took place in the Grand Jury room, as reporter by a witness, who, in restating the facts to the reporter, did not garble the facts and told the truth. Even if what has been said in the Grand Jury room to and by the witness has been correctly reported, nevertheless if such statements tend to show that an indictment is about to be found, it is possible that a finding of contempt might be based on such a published statement under the Illinois statutes. * * *

"With regard to the statutes of other states of the United States, in some states the witnesses are prohibited from repeating what happened in the Grand Jury room, but even in states where that is true it is possible that it would be held that the statutes are directed against the person who originally revealed the happenings in the Grand Jury room rather than against the press association or newspaper which induced the statements and published them. This is on the general principle that criminal statutes are strictly construed and will not be extended beyond their narrow meaning."

Right of comment on conduct of Public Officials.—Following are extracts from opinion rendered January 19, 1931. by Judge Leon R. Yankwich of the Superior Court of Los Angeles County, California, in a suit by Bert H. Humason v. California Chiropractic Association, et al, (No. 288, 640) for libel, together with extracts from a memorandum of the Legal Department of the Scripps-Howard Newspapers commenting on that opinion:

"One of the penalties of public office is to make the occupant the target of public criticism. This right of criticism is of the essence of free government. In California, an attack upon a public official, even though untrue, made by a citizen interested in the matter is privileged, if published without malice. In this case, *no* attempt has been made to prove the truth of the articles directed at the plaintiff. The only defense is the defense of privilege. This defense has been sustained. It is true that the language of some of these articles is extravagant. This is to be regretted. But I think that, on the whole, the defendants were not actuated by actual malice toward the plaintiff, and that such malice should not be inferred from the mere tone of the articles. A controversy was going on within the ranks of the chiropractors of the state. The defendants believed that the activities of the agents of the Board of Examiners were detrimental to their profession,—and, more particularly, to the schools which many of them represented. These schools,—they thought,—were being discriminated against in certain prosecutions instituted by the Board of Examiners, whole chief investigating officer the plaintiff was.

"The articles, though not true, were therefore, privileged and, for their publication, the plaintiff cannot recover.

"Judgment will be for the defendants."

(Comment by Legal Department)

"Under date of February 10, 1931, W. N. Burkhardt of the San Francisco News forwarded an opinion by Judge Yankwich of the Superior Court for the County of Los Angeles, ruling upon the question of privilege of free comment upon the conduct of a public official. The comments were contained in a publication which was in the nature of a newspaper and the decision may be said to be applicable to newspapers. * * *

"The court states that in California an attack upon a public official, even though untrue, made by a citizen interested in the matter is privileged, if published without malice. The court summaries its opinion and conclusion in the statement that "the articles, though not true, were therefore privileged and for their publication the plaintiff cannot recover.

"This ruling would be regarded quite generally as an extreme holding on the question of privilege. It is, however, justified by prior rulings of the California Supreme Court, as cited in the opinion of Judge Yankwich. These Supreme Court cases are *Snively v. Record Publishing Co.*, 185 Calif. 565, 198 Pac. 1, and *Maher v. Devlin*, 203 Calif. 270, 263 Pac. 812. This ruling, though extreme, finds support in some other states. It is not unique nor is the Supreme Court of California unique in this holding. It may, however, be said to depart from the usual rule. The usual rule allows free comment and criticism of the acts of public officials. If those comments are based upon facts, one may be free in comment and criticism, but may not be free in basing this comment and reason upon matters which are untrue. This case may of course be appealed to the Supreme Court of California, but the Supreme Court has so committed itself that the case would undoubtedly be affirmed."

ADVERTISING

Right of newspaper to refuse proffered advertising—The Federal case of Louis Wohl, Inc., decides once again that a newspaper is not a public utility, and can sell or refuse to sell its advertising to an applicant as it pleases.

The facts in the particular case were that a bankrupt corporation owed the *Detroit News* and the *Detroit Times* substantial sums for advertising. A new corporation, organized to take over the business of the bankrupt, applied to the same papers for more advertising. They refused to accept the order unless their losses in the previous bankruptcy were made good, and the new company accordingly made them good. The new company went bankrupt, owing substantial sums for its advertising and the trustee sought to set off the above payments on the ground that they were illegal exactions, a newspaper being bound to sell advertising to all comers on equal terms.

The opinion reviews fairly and carefully the trustee's argument, and rejects it after showing that the weight of authority is against it By reason of its thoroughness and impartiality it constitutes a valuable addition to the authorities on the subject.

Following are extracts from the opinion of the United States District Court for the Eastern District of Michigan, Southern Division, rendered May 27, 1931 in the case of *in re Louis Wohl, Inc.*, on exceptions to the referee's report, disallowing certain set-offs claimed by the Trustee against claims of the Detroit News and Detroit Times, the report being confirmed and objections to the Referee's findings of fact and conclusions of law being overruled.

"The reasoning upon which trustee's contention is based is interesting, and is substantially as follows: The United States Supreme Court in Munn v. Illinois, 94 U. S. 113, 24 L. Ed. 77, charted a new course with respect to certain business which, originally private enterprises and under no duty to serve for a reasonable compensation, became by reason of special elements clothed with a public interest and under a duty to serve the public without discrimination. In Munn v. Illinois, two elements were relied upon: First, that the business was of great public importance; and, second, that it was of a monopolistic character. It is here claimed that the newspaper business has become of such great public importance as to warrant the conclusion arrived at in the Munn case with respect to grain warehousemen, that the owners have granted to the public an interest in the property, and, further, that under the facts herein disclosed the Detroit News and the Detroit Times exercise what is virtually a monopoly in the evening newspaper field."

"For specific application of what is claimed to be a general doctrine there is cited the case of Uhlman v. Sherman, 22 Ohio N. P. (N.S.) 225, a decision of a court of common pleas of Ohio, wherein it was specifically held that because of the great importance of the newspaper, the favors extended to it by the law in providing for the publication of official notices, and the general dependence, interest, and concern of the public therein, the newspaper has become clothed with a public interest, and that it therefore must be classed with warehouses, public wharves, inns, and many kindred lines, of business which have been held so clothed.

"There is next urged the case of the Inter-Ocean Publishing Company v. Associated Press, 184 Ill. 448, 56 N. E. 822, 48 L. R. A. 568, 75 Am. St. Rep. 184, in which a large news association, whose business it was to furnish telegraphic news to its subscribers or members, was held to be a business upon which a public interest was engrafted, so that all newspaper publishers who desire to purchase the services of such association were entitled to do so without discrimination. The Inter-Ocean Case was followed and aproved in the case of News Publishing Company v. Associated Press, 114 Ill. App. 241. Finally there is urged a consideration of the case of Tyson v. Banton, 273, U. S. 418, 47 S. Ct., 426, 434, 71 L. Ed. 718, 58 A. L. R. 1236 (the theater ticket broker case), and the case of Ribnik v. McBride, 277 U. S. 350, 48 S. Ct. 545, 72 L. Ed. 913, 56 A. L. R. 1327 (the employment agency case). These two latter cases are urged as authority, first, on the contention that the metropolitan newspaper meets the tests there indicated as to when a business is clothed with a public interest, even though the specific business considered in each of those cases did not meet such tests, and, secondly, that the dissenting opinions read in the light of the majority

opinions indicate that where the public importance and necessity should more clearly appear than they did in the cases cited, that it would be safe to conclude that the Supreme Court would arrive at a different conclusion with respect to newspapers than it did with respect to theatre ticket brokers and employment agencies.

"To claimants' contention that in nearly all of the cases cited the courts were called upon to determine the validity of a price fixing statute, and that since here there exists no regulatory act of the Legislature, they are not controlling, the answer is made, and apparently with some logic, that the validity of price fixing statutes depends upon whether or not the business sought to be regulated is at the common law a business clothed with a public interest, and that it is the nature of the business and its importance to the public that determines its public character, and not the fiat of the Legislature, and that in the instant case, while there is no state statute regulating the price which shall be charged by newspapers for advertising, yet in the absence of such legislation the newspaper, if clothed with a public interest, is bound by the common law to serve without discrimination. Wolff Packing Co. v. Industrial Court, 262 U. S. 522, 43 S. Ct. 636, 67 L. Ed. 1163, 27 A. L. R. 1280."

"Coming to the specific application of the doctrine invoked, the only case specifically holding a newspaper to be clothed with a public interest is the decision of the nisi prius court of Ohio in the case of Uhlman v. Sherman, supra. It is interesting to note that there the nisi prius judge frankly admitted that learned and diligent counsel on both sides were unable to find a parallel case, and that he himself had been unable to find one. It is also interesting to note that while it may be true that legislation declaring businesses affected with a public interest as a ground for regulating such businesses may be merely declaratory of the common law, that it has not been pointed out that any state has ever attempted to regulate the business of a newspaper on the ground that such business is one clothed with a public interest. The regulation of businesses generally under the police power is, of course, not here involved.

"In the Inter-Ocean Case, it appears that the Associated Press had voluntarily sought corporate existence to engage in an enterprise which invested it with among others the power of eminent domain. It was organized to purchase, erect, lease, operate, and sell telegraph and telephone lines, a business which is essentially public in its nature, and which renders a corporation so engaged amenable to public control. While the corporation never exercised the public powers thus conferred upon it, the court held that such powers were important in determining the character of the corporation under its charter, and the business in which it was actually engaged. It is quite true, as claimed, that the opinion in the Inter-Ocean Case is much broader than the decison, but it can only be read in the light of the facts there disclosed. Moreover, whatever may be urged in support of the reasoning of the Inter-Ocean Case as distinguished from what was there decided upon the facts, that reasoning has not been followed. It was specifically rejected in a similar case by the Supreme Court of Missouri in the State v. Associated Press, 159 Mo. 410, 60 S. W. 91, 51 L. R. A. 151, 81 Am. St. Rep. 368, and was rather curtly dismissed by the Circuit Court of Appeals for the Seventh Circuit in Journal of Commerce Publishing Company v. Tribune Company, 286 F. 111. In Commonwealth of Massachusetts v. Boston Transcript Company, 249 Mass. 477, 144 N. E. 400, 402, 35 A. L. R. 1, the Massachusetts Supreme Judicial Court refused to sustain a statute imposing a penalty on the publisher of any newspaper who refused to publish on request at regular rates for space taken the findings of the Minimum Wage Commission, on the ground that it impaired the publisher's constitutional right of contract. The court there said: 'It cannot be said on this record that newspapers are affected with a public interest so as to stand on a less favorable ground with respect to legislative regulation like the present than the ordinary person.' It has similarly been held that newspapers are not obliged to publish delinquent tax lists, Lake County v. Lake County Publishing & Printing Company, 280 Ill. 243, 117 N. E. 452; Belleville Printing Company v. St. Clair County, 336 Ill. 359, 168 N. E. 312; Wooster v. Mahaska County, 122 Iowa, 300, 98 N. W. 103. It will be remembered that receiving favors from local governments in designating the newspaper as the medium for publication of government notices was regarded by the court in Uhlman v. Sherman, supra, as a warrant for the holding there made.

"I find from the foregoing that there is no such trend of decision as the trustee urges. A newspaper is not at the common law a business clothed with a public interest. Objections to the Referees' findings of fact and conclusions of law are overruled, and the report of the referee is confirmed. An order may be entered accordingly."

MAKES LEGAL RULING

Gilbert Bettman, attorney general of Ohio, has handed down an opinion to the effect that statutory provisions relating to the publication in newspapers of advertisement of property appraisements by the county auditor are mandatory and may not be waived even by the signing of all of the landowners of a township.

POST OFFICE INFORMATION

First-Class: Letters and sealed matter, 2 cents for each ounce.

Postal cards, 1 cent each.

Private mailing or post cards, 1 cent each.

Special delivery rates on first-class matter: 10 cents up to 2 lbs.; 20 cents 2 lbs. to 10 lbs.; 25 cents on matter weighing over 10 lbs.

Second-Class: Newspapers, magazines, and other periodicals containing notice of second-class entry. When sent by other than the publishers or news agent, 1 cent for each two ounces or fraction thereof.

Third-Class (limit, 8 ounces): Circulars and other miscellaneous printed matter, including merchandise, 1½ cents for each 2 ounces.

Special delivery rates on other than first-class matter—15 cents up to 2 lbs.; 25 cents, 2 lbs. to 10 lbs.; 35 cents on all matter weighing over 10 lbs.

Books (including catalogs) of 24 pages or more, seeds, cuttings, bulbs, roots, scions, and plants, 1 cent for each 2 ounces.

Bulk lots of identical pieces may be mailed in quantities of not less than 20 pounds or 200 pieces at pound rates with a minimum charge of one cent each, such rates being eight cents a pound or fraction thereof for books and catalogs having 24 pages or more, seeds and plants, and twelve cents a pound or fraction thereof for all other third-class matter.

Fourth-Class (over 8 ounces): Merchandise, books, printed matter, and all other mailable matter not in first or second class—

Zones, Miles	1st Lb.	Additional Pounds
Local	7	1 cent each 2 pounds
1—up to 50....	7	1 cent each pound
2—50 to 150...	7	1 cent each pound
3—150 to 300..	8	2 cents each pound
4—300 to 600..	8	4 cents each pound
5—600 to 1,000.	9	6 cents each pound
6—1,000 to 1,400	10	8 cents each pound
7—1,400 to 1,800	12	10 cents each pound
8—over 1,800...	13	12 cents each pound

The limit of size is 100 inches in girth and length combined. On parcels weighing less than 10 pounds which measure more than 84 inches but not more than 100 inches in length and girth combined the minimum postage charge is the same as the zone charge for a 10-pound parcel for the zone to which the particular parcel is addressed.

A special rate of postage is provided for library books.

The special handling postage charge on fourth-class matter is graduated according to the weights of the parcels, namely, 10 cents for parcels weighing not more than two pounds, 15 cents for parcels weighing more than two pounds but not exceeding ten pounds, and 20 cents for parcels weighing more than ten pounds.

Payment of the special handling postage charge entitles the parcel to receive the most practicable expeditious handling, transportation and delivery, but does not include special delivery at the office of address.

Airplane (air mail) rates: Domestic—The rate of postage on mail carried by airplane is 5 cents for the first ounce or fraction thereof, and 10 cents for each additional ounce, or fraction thereof, regardless of distance, except to Porto Rico, Virgin Islands of the U. S., or Canal Zone.

Special airplane stamps issued for the payment of postage on air mail or ordinary postage stamps may be used. All mail intended to be carried by airplane should be plainly marked in the space immediately below the stamps and above the address "Via air mail."

Any mailable matter, except that liable to damage from freezing, may be sent by mail at the above rate of postage, including sealed parcels not exceeding 50 pounds in weight and not exceeding 84 inches in length and girth combined.

Foreign—Same as domestic air mail rate for those countries having 2-cent postal convention with the United States; for all other countries, 3 cents in addition to air mail rate.

Registry, Insurance and C. O. D. services for airplane mail—Any matter, domestic or international, acceptable for transmission as registered, insured, or C. O. D. mail, may be sent by air mail service upon payment of the prescribed registry, insurance, or C. O. D. fee in addition to the required air mail postage.

Special Delivery—The use of special delivery stamps in addition to the Air Mail postage will insure prompt delivery at office of address. Any information concerning contract air mail routes may be obtained from the postmaster.

Registered Mail: The registry fees for domestic registered mail are—for registry indemnity not exceeding $50, 15 cents; over $50 to $100, 20 cents; over $100 to $200, 30 cents; over $200 to $300, 40 cents; over $300 to $400, 50 cents; over $400 to $500, 60 cents; over $500 to $600, 70 cents; over $600 to $700, 80 cents; over $700 to $800, 90 cents; over $800 to $1,000, 100 cents.

Mail matter without intrinsic value for which no indemnity is provided, may be registered at the minimum fee of 15 cents.

FOREIGN CORRESPONDENTS IN THE UNITED STATES

SOUTH AMERICA

Argentina, Buenos Aires

La Accion, Dr. E. M. Saravia, 15 Park Row, N. Y. C.
La Nacion, W. W. Davies, 383 Madison Ave., N. Y. C.
La Prensa, Romeo Ronconi, 15 Park Row, N. Y. C.
La Nacion, Lionel G. Short, 383 Madison Ave., N. Y. C.
La Prensa, J. Z. Muriel, 104 West 70th St., N. Y. C.

South America

All-America Newspapers, M. Garcia-Pena, Gray bar Building, N. Y. C.
Pan-American International Service, C. C. Martin, 93 Nassau St., N. Y. C.

AUSTRALIA

Australian Press Association, A. Rothman, 229 West 43rd St., N. Y. C.
Australian Press Association, H. A. Nichols, 220 East 42nd St., N. Y. C.

AUSTRIA

Vienna

Neues Wiener Tagblatt, Simon Lehr, 730 Fifth Avenue, N. Y. C.
Neues Wiener Journal, Dr. H. Reichlin, 198 West 89th St., N. Y. C.

BELGIUM

Antwerp

Le Neptune, William Gets, 19 State St., N. Y. C.

BULGARIA

Sofia

La Bulgarie, D. Mamarcheff, Darien, Conn.

CANADA

Toronto

Canadian Press, Edwin Johnson, 383 Madison Ave., N. Y. C.

Montreal

La Presse, Joseph Bourgeois, 310 West 24th St., N. Y. C.
Montreal Star, Alfred D. Greene, 220 East 42nd St., N. Y. C.

St. Johns, N. B.

St. Johns Telegraph, Dr. Van Buren Thorne, 78 27th St., Jackson Heights, L. I.

CHINA

Kuo Min News Agency, E. H. Moy, In Care Of United Press, 220 East 42nd St., N. Y. C.

ENGLAND

London

London Daily Telegraph, Percy S. Bullen, 28 East 10th St., N. Y. C.
London Daily Mail, W. F. Bullock, 220 Broadway, N. Y. C.
London Daily Herald, Harold Butcher, 39 East 35th St., N. Y. C.
Reuters Ltd., B. Bernard Butterfield, 383 Madison Ave., N. Y. C.
London Daily Telegraph, S. J. Clarke, 28 East 10th St., N. Y. C.
London Daily News-Chronicle, R. J. Cruikshank, 75 West St., N. Y. C.
London Newspapers, F. W. M. Hall, In Care Of New York Times, N. Y. C.
London, John Harding, 3750 Broadway, N. Y. C.
London Times, L. E. Hinrichs, 280 Broadway, N. Y. C.
London Daily Express, Leslie J. Randall, 905 World Bldg., N. Y. C.
Reuters Ltd., A. P. Perry, 385 Madison Ave., N. Y. C.
London Newspapers, P. W. Wilson, 227th St. & Independence Ave., N. Y. C.
London Daily Mirror, T. Walter Williams, 25 East 10th St., N. Y. C.

Manchester

Manchester Guardian, A. Wyn Williams, 220 West 42nd St., N. Y. C.

FRANCE

Paris

Chicago Tribune, P. H. Boone, 231 West 42nd St., N. Y. C.
Le Petit Parisien, Pierre Denoyer, 75 West St., N. Y. C.
Agence Havas, Robert Gueydan, 383 Madison Ave., N. Y. C.
Le Matin, Leonce Levy, 1164 Cromwell Ave., Bronx, N. Y. C.
Paris Information Service, Max Loewy, 49 Broad St., N. Y. C.
L'Oeuvre, Raymond Loewy, 112 Central Park, So., N. Y. C.
Agence Havas, Jean Gachon, 1293 National Press Bldg., Washington, D. C.
French Newspaper Syndicate, A. E. Sieper, French Chamber of Commerce, 4 East 52nd St., N. Y. C.
Revue de la Marine de Commerce, A. Aillet, 562 Market Street, San Francisco, California.
Mon Cine, Bernard Musnik, 3988-49th Street, Sunnyside, L. I.

GERMANY

Wolff Telegraph Bureau, E. A. Krauss, 383 Madison Ave., N. Y. C.
Wolff Telegraph Bureau, E. Klaessig, 383 Madison Ave., N. Y. C.

Berlin

Dienst Nationaler Zeitungen, Col. Edwin Emerson, 118 East 18th St., N. Y. C.
August Scherl G.m.b.H., H. P. Karowski, 63 Park Row, N. Y. C.
Sozialdemokratischer Pressedienst, Dr. S. Lipschitz, 215 Manhattan Ave., N. Y. C.
Berliner Boersen-Courier, Dr. Heinz E. Luedicke, 2067-2nd Ave., Astoria, L. I.
Verlag Schottlaender, B. Rieberg, 25 Beaver St., N. Y. C.
German Newspapers, Hans Ullendorff, Hotel Westover, 253 West 72nd St., N. Y. C.
Deutsche Tageszeitung, Count E. Westarp, 12 East 97th St., N. Y. C.

Leipzig

Neue Liepziger Zeitung, Dr. Walter A. Reiss, Staats-Herold Corp., 22 No. William St., N. Y. C.

HAITI

Haiti Journal, Henri C. Rosemond, Haiti Consulate, 116 Broad Street, N. Y. C.

HOLLAND

Amsterdam

De Telegraaf, G. J. M. Simons, 44 Beaver St., N. Y. C.

Hague

Het Vaderland, J. G. Marckelbach, 545-5th Ave., Room 1207, N. Y. C.

Rotterdam

Holland Newspapers, J. Houbolt, 56 Barrow St., St., N. Y. C.

HUNGARY

Magyar Penzugy, E. P. Tiber-Taubes, Hotel Endicott, 81st Street & Columbus Avenue.

ITALY

Milan

Il Corrier de Milano, Bruno Zirato, 322 West 72nd St., N. Y. C.

Rome

La Tribuna, A. Arbib-Costa, 240 West 75th St., N. Y. C.

JAPAN

Rengo News Agency, B. Bernard Butterfield, 383 Madison Ave., N. Y. C.
Japanese Tel. News Agency, S. Midzutani, 12 West 17th St., N. Y. C.

Osaka

Osaka-Mainichi, Takeo O'Hara, 220 East 42nd St., N. Y. C.
Osaka-Mainichi, M. Takata, 220 East 42nd St., N. Y. C.

Tokio

Asahi, M. Tsunekawa, 229 West 43rd St., N. Y. C.

MEXICO

Mexico City

El Universal, A. Algara, 229 West 43rd St., N. Y. C.
El Universal, C. J. V. Rivero, 229 West 43rd St., N. Y. C.

PANAMA

Star and Herald, J. H. Ehrman, 15 Van Nest Place, N. Y. C.

POLAND

Warsaw

Polish Telegraphic News Agency, J. Matyka, 19 St. Marks Place, N. Y. C.
Polish Telegraphic News Agency, Dr. A. M. Nawench, 383 Madison Ave., N. Y. C.

ROUMANIA

Bucharest

Cinema, Roumania, Miss M. Jean, 355 West 55th St., N. Y. C.

SWEDEN

Stockholm

Svenska Dagbladet, Dr. K. G. Bolander, 561 Fifth Ave., N. Y. C.
Swedish Newspapers, Dr. Johannes Hoving, 100 Central Park, So., N. Y. C.

VENEZUELA

El Nuevo-Diario, M. Garcia-Naranjo, Hotel Ansonia, Broadway & 73rd St., N. Y. C.

News Agencies (Not Listed under Countries)

International News, Frank Mason, 62 Park Row, N. Y. C.
Jewish Telegraphic News Agency, J. Landau, 125 East 46th St., N. Y. C.
Jewish Telegraphic News Agency, S. Zuckerman, 125 East 46th St., N. Y. C.
North American Newspaper Alliance, John Sinclair, 63 Park Row, N. Y. C.
Scripps-Howard News, W. W. Hawkins, 250 Park Ave., N. Y. C.
United Press, K. A. Bickel, 220 East 42nd St., N. Y. C.
United Press, Joseph L. Jones, 220 East 42nd St., N. Y. C.
United Press, J. H. Furay, 220 East 42nd St., N. Y. C.
World Wide News Association, E. M. Scholz, 11 West 42nd St., N. Y. C.

Daily Mail

(LONDON—ENGLAND)

WORLD'S RECORD DAILY NET PAID CIRCULATION

1,844,790

(Daily Average for 1931. Certified Figures)

As the supreme national newspaper of Britain . . . covering every town and village of England, Scotland, Ireland and Wales . . . creating national demand . . . building national distribution at the same time . . . *The Daily Mail* in itself represents a complete national advertising campaign in the British Market.

The Evening News

(LONDON—ENGLAND)

WORLD'S RECORD EVENING NET PAID CIRCULATION

706,039

(Daily Average for 1931. Certified Figures)

—is concentrated in Greater London and the South East of England. In this most prosperous and responsive sales territory in Great Britain, *The Evening News* sale exceeds that of its nearest competitor by over 200,000 copies a day.

BRITISH HEADQUARTERS:
Northcliffe House, London, E. C. 4, England

NEW YORK OFFICE:
Graybar Building, New York City

BRITISH SECTION

Compiled Especially for EDITOR & PUBLISHER By Allan Delafons, London Correspondent

ENGLAND

CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertisement Manager
LONDON 8,202,818§							
Daily Express	1,678,456*	£5.10/	£825	R. D. Blumenfield, (editor in chief) A. Beverly Baxter (editor) H. R. S. Phillpott, (mgr. editor)	The London Express Npr. Co. Ltd.	E. J. Robertson	W. E. Tomlin (Advt. director).
Daily Herald	1,340,000*	£4.10/	£600	W. H. Stevenson	Daily Herald (1929), Ltd	J. S. Elias	Maurice Poyser.
Daily Mail	1,766,709*	£6	£1,400 front £900 inside		Assocaited Newspapers, Ltd	Sir George Sutton, Bt	C. Stephen Millikin (Advt. director).
Daily Mirror	1,000,000	£9.7/6	£300	L. D. Brownlee (acting editor)	Daily Mirror Newspapers, Ltd	W. D. Roome	C. E. Greenshields.
Daily Sketch	1,012,603*	.....	£300	A. Curthoys	Daily Sketch & Sunday Graphic, Ltd.	William Will	Ulric B. Walmsley.
Daily Telegraph	263,273*	£3	£450	A. E. Watson	Lord Camrose, Sir Gome Berry, Sir Edw. Iliffe	Lt. Col. E. F. Lawson, D. S. O. M. C. (Gen. mgr.)	G. P. Simon.
News-Chronicle	1,387,614*	£4.12/6	£700	Tom Clarke	News-Chronicle, Ltd	Sir Walter Layton	L. Haigh Hellyer.
Evening News	757,363*	£4	.....	F. L. Fitzhugh	Associated Newspapers, Ltd	Sir George Sutton, Bt	C. S. Millikin (Advt. dir.)
Morning Advertiser	.....	£1	£60	F. W. Millman	Inc. Soc. of Licensed Victuallers	H. R. Bennett (Gen. sec.)	E. J. Wood.
Morning Post	140,000*	£2.5/	£300	H. A. Gwynne	Morning Post, Ltd	Ivor Fraser	S. P. Thornett.
News of the World	3,250,000*	£11.10/	£2,200	Sir Emsley Carr	News of the World, Ltd	Lord Riddell (Chairman)	H. M. Bussy.
Observer	208,094‡	£3	£462	J. L. Garvin	The Observer, Ltd	J. L. Garvin	J. E. Berridge.
The People	2,840,000*	£9.10/	£1,453	H. H. Ainsworth	Long Acre Press, Ltd	J. S. Elias	Kenneth Richardson.
Reynolds Illus. News	.....	£2.5/	£200	Sydney Elliott	National Co-operative Publishing Co., Ltd.	.....	F. James.
Sunday Referee	.....	£1.10/	£220	Ernest W. Fredman	The Referee (1931), Ltd	E. W. Fredman	W. J. Collins.
The Star (E)	557,492*	£3	£185	E. Chattaway	The Daily News, Ltd	B. F. Crosfield	F. Simonis.
The Times	183,795*	£3	£470	Geoffrey Dawson	The Times Publishing Co., Ltd., Mgr. dir., Major the Hon. J. J. Astor.	W. Lints Smith (Gen. mgr.)	C. S. Millikin (Advt. dir.).
Weekly Dispatch	1,122,792*	£4	£600	.....	Associated Newspapers, Ltd	Sir Geo. Sutton, Bt	C. S. Millikin (Advt. dir.).
Sunday Express	1,055,271*	£4	£600	J. R. Gordon	London Express Newspapers, Ltd	.....	Gen. mgr. and advt. dir., Leslie W. Needham.
Evening Standard	402,000†	£6.5/	£300	George Gilliat	Evening Standard Co., Ltd	Michael Wardell	H. T. Beasley.
Sunday Pictorial	nearly 2,000,000	.....	£700	D. W. Grant (acting editor)	Sunday Pictorial N'prs., Ltd. (1920)	.....	S. D. Nicholls.
Sunday Times	.....	.....	.....	.....	.....	.....	.....
BARROW-IN-FURNESS 66,366§							
North-Western Daily Mail	.....	16/ ord. 20/ spec. posn.	£69.7/6 ord. £86.15/ spec.	M. T. Hacklett	Barrow News & Mail, Ltd	Edward Foster	James H. Smith.
BATH, 68,801¶							
Bath & Wilts Chronicle & Herald	20,000	5/	£50	J. H. Walker	Wessex Associated News	.....	Mrs. Ethel M. Barber.
BIRMINGHAM, 1,002,413							
Evening Dispatch	160,000	25/	£180	N. J. Bland Joint F. R. Gilman editors.	Birmingham Gazette, Ltd	Sir Chas. W. Starmer	L. Thorneloe.
Gazette	125,000	25/	£180	Eric A. Constable	Birmingham Gazette, Ltd	Sir C. W. Starmer	L. Thorneloe.
Sunday Mercury	.....	30/	£180	J. V. Rose	Birmingham Gazette, Ltd	Sir C. W. Starmer	L. Thorneloe.
Mail	.....	25/	£250	H. F. Harvey	Sir Chas. Hyde, Bt	.....	.....
Post	.....	18/	£160	.....	Sir Chas. Hyde, Bt	.....	.....
BLACKBURN, 122,695¶							
Northern Dy. Telegraph	76,000*	12/6	£120	Oswald Wildridge	North Western Newspaper Co., Ltd.	W. D. Ritzema, A. H. Walsh.	.....
BOLTON, 177,253¶							
Evening News	54,440*	7/6	£60	Isaac Edwards	Tillotsons Newspapers, Ltd	Fred L. Tillotson	Robert Sheppard (Ad. mgr. and director).
BOURNEMOUTH, 116,780¶							
Daily Echo	.....	8/	£80	.....	Southern Newspapers, Ltd	.....	.....
BRADFORD, 298,041¶							
Telegraph & Argus	100,000*	£1	£150	W. Fleming	Bradford & District N'pr Co., Ltd.	Sir Chas. W. Starmer	G. Lumsdon.
Yorkshire Observer	40,000	15/	£100	S. Oddy	Bradford & District N'pr. Co., Ltd.	Sir Chas. W. Starmer	G. Lumsdon.
BRIGHTON, 147,427¶							
Evening Argus	.....	.....	.....	.....	.....	.....	.....
Sussex Daily News	.....	.....	.....	.....	.....	.....	.....
BRISTOL, 396,918¶							
Evening Times & Echo	.....	12/6	.....	A. J. Spurll	Bristol Times & Mirror, Ltd	A. H. Caird, (Gen. mgr. and director).	E. H. Luton.
Times & Mirror	.....	8/	.....	J. Walker	Bristol Times & Mirror, Ltd	A. H. Caird (Gen. mgr. and director).	E. H. Luton.
Western Daily Press	.....	10/	£100	Walter A. Passmore	Walter Reid & Son, Ltd	Albert A. Allen	A. A. Allen.
Evening World	93,148*	10/	£77	R. T. Lewis	Western Newspapers, Ltd. (Northcliffe Newspapers).	W. A. McWhirter	E. de la Praudiere.
BURTON-ON-TRENT, 49,485¶							
Daily Mail (E)	.....	7/6	£50	Arthur Chapman	Burton Daily Mail, Ltd	D. Burrell, J. P	.....
Evening Gazette	.....	3/	£15	W. G. Stiles	Chas. A. Tresise	W. G. Stiles	W. J. Mould.
CAMBRIDGE, 66,803¶							
Daily News	.....	.....	.....	.....	Cambridge Daily News (1929), Ltd.	.....	.....
CARLISLE, 57,107¶							
Cumberland Evening News	.....	.....	.....	.....	R. N. Burgess	.....	.....
CHELTENHAM, 49,385¶							
Gloucestershire Echo (E)	15,000	7/6	£59	W. Ansell	Cheltenham Newspaper Co., Ltd. (Northcliffe Newspapers)	W. A. McWhirter	C. H. Taylor.
Chronicle (W)	7,000	7/6	£59	W. Ansell	Cheltenham Newspaper Co., Ltd. (Northcliffe Newspapers)	W. A. McWhirter	C. H. Taylor.
COVENTRY, 167,046¶							
Midland Daily Telegraph	35,000	6/	£60	W. Reynolds	The Midland Daily Telegraph, Ltd.	.....	Cyril Smith (Manager).
DARLINGTON, 72,093¶							
Northern Echo	100,000*	30/	£200	A. Clayton	North of England Newspaper Co.	Sir Charles Starmer	J. B. Smith.
Northern Dispatch (E)	.....	10/6	£100	W. Hopper	North of England Newspaper Co.	Sir Charles Starmer	J. B. Smith.
DERBY, 142,406¶							
Derby Dy. Telegraph (E)	35,000*	6/	£46	G. Watt Mackie	Derby Daily Telegraph, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	P. J. Ball.
Derby Dy. Express	30,000*	8/	£35	.....	Derby Mercury & Express, Ltd	Managing editor and director, Herbert Archer	J. W. Fitch.
EXETER, 66,039¶							
Devon & Exeter Dy. Gazette	.....	6/	£50	W. G. Willis Watson	Devon & Exeter Constitutional Newspaper Co., Ltd	Manager, W. G. Willis Watson	M. S. Adams.
Exeter Express & Echo	.....	7/	£70	Sir James Owen	Western Times Co., Ltd	Sir James Owen	Chas. Splatt.
GLOUCESTER, 52,937¶							
The Citizen (E)	20,000	7/6	£33.15/	T. Bell	Gloucestershire Newspapers, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	T. Bell.
Gloucester Journal (W)	4,000	7/6	£33.15/	T. Bell	Gloucestershire Newspapers, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	T. Bell.
GRIMSBY, 92,463¶							
Grimsby Dy. Telegraph (E)	25,000	10/	£75.5/	W. Watson	Hull & Grimsby Newspapers, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	G. Ludlam.
Saturday Telegraph (W)	25,000	7/6	£56.8/	W. Watson	Hull & Grimsby Newspapers, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	G. Ludlam.
HALIFAX, 98,122¶							
Courier & Guardian	27,740*	5/	£70	.....	Halifax Courier, Ltd	.....	.....
HASTINGS, 65,199¶							
Evening Argus	.....	.....	.....	.....	Southern Publishing Co., Ltd	.....	.....
HANLEY, STOKE-ON-TRENT, 276,619¶							
Evening Sentinel	71,000*	10/	£80.10/	E. N. Scott	Staffordshire Sentinel Newspapers, Ltd. (Northicliffe Newspapers)	W. A. McWhirter	H. Mann.
Weekly Sentinel	20,000*	4/6	£50	E. N. Scott	Staffordshire Sentinel Newspapers, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	H. Mann.

* Certified. † Audited. ‡ Guaranteed.

(Continued on page 238)

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates and Personnel

(*Continued from page 236*)

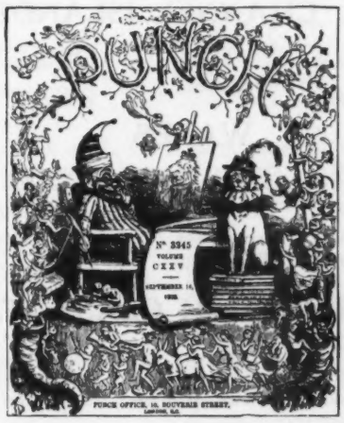
CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertisement Manager
WEST HARTLEPOOL, 68,134							
Northern Daily Mail	16,966*	2/6	£36	J. E. Boyd	Northern Daily Mail Co., Ltd.	S. Storey, M. P.	R. E. Fortune.
HUDDERSFIELD, 113,467							
Examiner	20,665	6/	£45	Elliott Dodds	Jos. Woodhead & Sons, Ltd.	Arthur L. Woodhead	J. A. Berry.
HULL, 313,366							
Daily Mail (E)	80,124*	15/	£120/15/—	W. S. Robinson	Hull & Grimsby Newspapers, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	T. Chipchase.
Times (W)	40,000	12/	£96/12/	W. S. Robinson	Hull & Grimsby Newspapers, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	T. Chipchase.
Sports Mail (W)	40,000	6/	£48/6/	W. S. Robinson	Hull & Grimsby Newspapers, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	T. Chipchase.
IPSWICH, 87,557							
East Anglian Daily Times					East Anglian Daily Times Co., Ltd.		
Evening Star					East Anglian Daily Times Co., Ltd.		
KETTERING, 31,220							
Northants Daily Telegraph†		3/		Frank Hutchen	Northants Ptg. & Pub. Co., Ltd.	Sir Richard Winfrey	H. T. Guest.
LEAMINGTON SPA, 29,662							
Morning News		2/	£5	R. R. Churches	Churches & Budd	S. H. Churches	S. H. Churches.
LEEDS, 482,789							
Yorkshire Post		30/	£250	H. Futrill	Yorkshire Conservative Newspaper Co.		Sidney Henschelt.
Yorks Evening Post		27/		A. H. Mann	Yorkshire Conservative Newspaper Co.		J. Ibbetson.
Mercury		15/		W. L. Andrews	Yorkshire Conservative Newspaper Co.		K. Whitworth.
Yorks Evening News	140,000*	27/	£200	Mark Goulden	Provincial Newspapers, Ltd.	J. C. Akerman	F. E. Cook.
LEICESTER, 239,111							
Daily Mercury		10/	£60	H. W. Bourne	F. Hewitt & Son (1927), Ltd.	W. J. Basford Joint M.D's C. T. Barton.	G. W. Smith.
Evening Mail (E)	25,000	6/6	£48/18/	F. C. Barber	Midland Newspapers, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	J. Hallowell.
LINCOLN, 66,426							
Lincolnshire Echo	17,000	5/	£38/10/	W. E. Rippon	Lincolnshire Publishing Co. (Northcliffe Newspapers)	W. A. McWhirter	M. Digby Smith.
LIVERPOOL, 855,539							
Evening Express	119,451*	20/	£200	Willie C. Clissitt	C. Tinling & Co., Ltd.	Managing editor, A. Burchill	E. W. Booth.
Post & Mercury	49,224*	20/	£168	John Macleay	Liverpool Daily Post & Echo, Ltd.	Allan Jeans, J. P.	W. J. Booth.
Echo	219,159*	30/	£300	E. Hope Prince	Liverpool Daily Post & Echo, Ltd.	Allan Jeans, J. P.	W. J. Booth.
MANCHESTER, 766,333							
Daily Dispatch	408,485*	£3	£450		Allied Newspapers, Ltd.	A. Paterson	E. Schofield.
Evening Chronicle	300,000	£2	£320		Allied Newspapers, Ltd.	A. Paterson	E. Schofield.
Sunday Chronicle	929,568*	£4	£644	J. W. Drawbell	Allied Newspapers, Ltd.	A. Paterson	E. Schofield.
Empire News	1,450,000*	£5	£800		Allied Newspapers, Ltd.	A. Paterson	E. Schofield.
Guardian		20/	£160	E. T. Scott	Manchester Guardian & Evening News. Ltd.	J. R. Scott	C. W. Tonge.
Evening News		25/	£200	H. W. Archer	Manchester Guardian & Evening News, Ltd.	J. R. Scott	C. W. Tonge.
MIDDLESBROUGH, 138,489							
North-Eastern Daily Gazette	70,000	10/	£120	J. H. Thompson	North-Eastern Newspapers (1926), Ltd.	Director and gen. mgr., Arthur Pickering	J. W. Radford.
NEWCASTLE-UPON-TYNE, 283,145							
Evening World	150,000*	15/	£115/10/	Daniel Polson	Nordur Newspapers, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	Wm. Sloane.
Daily Journal		8/	£100	F. T. Souden	Northern Counties Conservative Newspaper Co., Ltd.	Samuel Storey	W. Fletcher.
Evening Chronicle		22/6		W. Redpath	Newcastle Chronicle, Ltd.	Edward Tebbutt	W. G. Tully.
Sunday Sun		20/		Trevor Pinch	Newcastle Chronicle, Ltd.	Edward Tebbutt	W. G. Tully.
North Mail & Daily Chronicle		15/			Newcastle Chronicle Co., Ltd.	Edward Tebbutt	W. G. Tully.
NORTHAMPTON, 93,314							
Daily Chronicle & Echo		9/	£60	W. Cowper Barrons	Northampton Mercury Co., Ltd.	General mgr., J. Reginald Barker	
NORTH SHIELDS							
Daily News			£50	H. Taylor	Northern Press, Ltd.		T. W. Graham.
NORWICH, 126,207							
Eastern Daily Press		15/	£150	A. Cozens-Hardy	Norfolk News Co., Ltd.		Gordon Brett.
Eastern Evening News		12/	£120	Tom D. Copeman	Eastern Evening News, Ltd.		Gordon Brett.
NOTTINGHAM, 268,801							
Evening News	52,000	15/	£120	P. G. Whatnall	Nottingham Journal, Ltd.	Sir Chas. Starmer	J. Hughes.
Journal	50,000	15/	£120	R. D. Rider	Nottingham Journal, Ltd.	Sir Chas. Starmer	J. Hughes.
Evening Post		15/	£120		T. Bailey Forman		
Guardian		12/	£100		T. Bailey Forman		
OLDHAM, 140,309							
Evening Chronicle		5/	£50	W. S. Stewart	Hirst, Kidd & Rennie, Ltd.	Henry Hirst	Geo. K. Ball.
PENZANCE, 11,342							
Cornishman		4/	£40	Herbert Thomas	The Cornishman Newspaper Co., Ltd.	H. Hartley Thomas	
Cornish Evening Tidings		4/	£40	Herbert Thomas	The Cornishman Newspaper Co., Ltd.	H. Hartley Thomas	
PLYMOUTH, 208,166							
Western Independent		7/6	£40	R. A. J. Walling	Whitfield & Newman, Ltd.	R. A. J. Walling, H. Whitfield	H. Whitfield.
Western Evening Herald	44,000	8/	£92/8/		Western Morning News Co., Ltd.	Chas. Waldock (Secretary).	
Western Morning News	35,000	12/6	£100		Western Morning News Co., Ltd.	Chas. Waldock (Secretary).	
PORTSMOUTH, 249,288							
Evening News & Hampshire Telegraph	58,678*	6/	£80	W. G. Easthope	Evening News & Hampshire Telegraph Co., Ltd.	W. Tomkinson, J. P.	W. Hunter.
PRESTON, 118,839							
Lancs. Daily Post	80,000	10/	£80	Benj. Bowker (Preston). Ivor Griffiths (London)	Provincia lNewspapers, Ltd.	Managers, W. H. Toulmin, G. F. Toulmin	Cyril Moore.
SCARBOROUGH, 41,791							
Evening News & Daily Post		6/	£50	F. C. Whittaker	Scarborough & District Newspapers, Ltd.	F. C. Whittaker	A. Bailey.
SHEFFIELD, 511,742							
Daily Telegraph		15/	£150	John Oakley, J. P.	Sir W. C. Leng & Co. (Sheffield Telegraph), Ltd.	Sir Chas. Clifford (Chairman)	N. St. John Stembridge.
Yorks. Tele. & Star		25/	£250	H. L. Cooper	Sir W. C. Leng & Co. (Sheffield Telegraph), Ltd.	Sir Chas. Clifford (Chairman)	N. St. John Stembridge.
Independent		25/	£150	F. K. Gardiner			A. E. Ellis.
SOUTHAMPTON 176,025							
Southern Daily Echo		8/	£80	A. E. Jones	Southern Newspapers, Ltd.	W. A. Gleave	F. W. George.
SOUTH SHIELDS, 113,452							
Shields Daily Gazette		6/	£60	F. L. Johnson	Northern Press. Ltd.		T. W. Graham.
STOCKPORT, 125,505							
Cheshire Daily Echo (E)					Swain & Co., Ltd.		
SUNDERLAND, 185,870							
Daily Echo & Shipping Gazette	40,805*	5/	£70	P .W. Batten	Sunderland Echo Co., Ltd.	Samuel Storey, M. P.	P. R. Seabrook.
SWINDON, 62,407							
North Wilts Herald	17,500	7/6	£40	W. J. Colman	Swindon Press, Ltd.	H. L. Howarth (Mgr. ed.).	J. A. Smith.
Evening Advertiser	21,500	7/6	£40	H. Harrison	Swindon Press, Ltd.	H. L. Howarth (Mgr. ed.).	J. A. Smith.
TORQUAY, 49,165							
Torbay Herald & Express	18,000	5/	£45	R. A. Colwill	Western Times Co., Ltd.	Sir James Owen	Chas. H. Crook.
WEYMOUTH, 21,982							
Dorset Daily Echo	20,000	5/	£22/10/	W. H. Hill	Southern Newspapers, Ltd.	P. H. Thompson	P. H. Thompson.
WOLVERHAMPTON, 133,190							
Express & Star	77,077*	9/	£75/12/	H. J. Whittick	The Midland News Assoc., Ltd.	J. D. Graham	C. W. Kilbourne.
WORCESTER, 50,497							
Daily Times	14,000	5/	£45	H. G. Davey	Berrows Worcester Journal Co., Ltd.		W. J. Pearce.
YORK, 84,810							
Yorkshire Herald	18,000	12/6	£100	J. Moffat	Yorkshire Herald Newspaper Co., Ltd.	A. M. Wiseley (Gen. mgr.).	E. Hewitson.
Yorkshire Evening Press	50,000	12/6	£100	A. H. Adams	Yorkshire Herald Newspaper Co., Ltd.	A. M. Wiseley (Gen. mgr.).	E. Hewitson.
DOUGLAS (Isle of Man)							
I. O. M. Daily Times		2/	£25 (front) £17/10(inside)	G. J. A. Brown	Brown & Sons, Ltd.	G. J. A. Brown	

* Certified. † Audited. ‡ Guaranteed.

(*Continued on page 240*)

In England the best advertising always appears in

"PUNCH"



—"the paper that is England"

MARION JEAN LYON
Advertisement Manager, "PUNCH"
10 BOUVERIE STREET
LONDON, E.C.4, ENG.

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates and Personnel

(Continued from page 238)

SCOTLAND

CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertisement Manager
ABERDEEN, 167,259§							
Evening Express	.....	12/6	£70	.....	Aberdeen Journals, Ltd	Managing editor, William Veitch	Wm. J. Peters.
Press and Journal	.....	12/6	£70	.....	Aberdeen Journals, Ltd	Managing editor, William Veitch	Wm. J. Peters.
DUNDEE, 175,583§							
Courier and Advertiser	.....	20/	£154	.....	John Leng & Co., Ltd., D. C. Thomson & Co., Ltd.	.....	.....
Evening Telegraph & Post	.....	16/3	£125	.....	D. C. Thomson & Co., Ltd	.....	John Johnston.
EDINBURGH, 438,988§							
Evening Dispatch	.....	12/	£130	T. B. Maclachlan	John Ritchie & Co	.....	James Daire.
Scotsman	.....	25/	£250	G. A. Waters	John Ritchie & Co	.....	James Daire.
Evening News	102,436*	13/	£150	Walter McPhail	Provincial Newspapers, Ltd	Gen. mgr., G. S. Wilson	C. A. Thomson.
GLASGOW, 1,088,417§							
Evening Times	230,953*	18/	.....	James Willock	Geo. Outram & Co., Ltd	Manager, Alex. McL. Ewing.	Bryce B. Morrison.
Glasgow Herald	.....	20/	£168	Sir Robert Bruce, LL.D.	Geo. Outram & Co., Ltd	Manager, Alex. McL. Ewing.	Bryce B. Morrison.
Bulletin	.....	12/	£42	Donald Urquhart	Geo. Outram & Co., Ltd	Manager, Alex. McL. Ewing.	Bryce B. Morrison.
Citizen (E)	.....	10/	£75	A. S. Hedderwick	James Hedderwick & Sons, Ltd	.....	.....
Daily Record & Mail	228,955*	25/	£100	John Allan	Associated Scottish Newspapers, Ltd.	D. R. Anderson	John Robertson.
Evening News	.....	14/	£150	W. S. Ballantyne	J. M. Smith, Ltd	D. R. Anderson	H. W. Dick.
Sunday Post	364,698*	50/	.....	.....	D. C. Thomson & Co., Ltd	.....	John Johnston.
GREENOCK, 79,948§							
Evening Telegraph	20,000	8/	.....	Alan Mac Donald	Orr, Pollock & Co	Andrew Macmillan	Joseph Lee.
PAISLEY, 86,441§							
Daily Express	.....	6/	£50	Dan C. Lochhead	Wm. A. Lochhead	Dan. C. Lochhead	Allan Carswell.

IRELAND

CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertisement Manager
BELFAST. *Ulster*, 415,151§							
Belfast Weekly Telegraph	.....	5/	.....	Rt. Hon. T. Moles, M.P.	W. & G. Baird, Ltd	Sir Robert Baird	Wm. Cassidy.
Ireland's Saturday Night	.....	10/	.....	R. M. Sayers	W. & G. Baird, Ltd	Sir Robert Baird	Wm. Cassidy.
Belfast Telegraph	.....	12/6	£140	Rt. Hon. T. Moles, M.P.	W. & G. Baird, Ltd	Sir Robert Baird	Wm. Cassidy.
Larne Times	.....	3/	.....	T. L. Price	W. & G. Baird, Ltd	Sir Robert Baird	Wm. Cassidy.
Irish News	25,000	5/	£60	Sydney Redwood	Irish News, Ltd	Jos. Devlin (Chairman)	Sydney Redwood.
Irish Telegraph (Daily)	.....	5/	.....	Rt. Hon. T. Moles, M.P.	W. & G. Baird, Ltd	Sir Robert Baird	Wm. Cassidy.
Northern Whig & Belfast Post	29,250	7/6	£60	Frank M. Adams	Northern Whig, Ltd	James G. Cunningham	R. S. Gourley.
Belfast News-Letter	.....	10/	.....	W. H. McKer	Belfast News Letter, Ltd	James Henderson	.....
DUBLIN. *Irish Free State*, 188,961¶							
Irish Independent	130,088*	15/	£200	T. Quilty	Independent Newspapers, Ltd	James Donohoe (Director and manager)	T. A. Grehan.
Evening Herald	85,029*	7/6	£80	M. H. J. Brunicardi	Independent Newspapers, Ltd	James Donohoe (Director and manager)	T. A. Grehan.
Weekly & Sunday Independent	76,103*	10/	£100	I. I. Ryce	Independent Newspapers, Ltd	James Donohoe (Director and manager)	T. A. Grehan.
Evening Mail	.....	10/	£75	.....	Dublin Express & Mail, Lt	.....	J. H. P. Whiteherd.
Irish Times	.....	.....	.....	.....	.....	.....	.....
CORK, 287,257¶							
Examiner	28,700	5/6	£55	D. J. Ryan	Thos. Crosbie & Co., Ltd	D. McGrath	T. O'Neill.
Echo	25,250	3/6	£30	.....	Thos. Crosbie & Co., Ltd	D. McGrath	Edward Looney.

CHANNEL ISLANDS

CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertisement Manager
GUERNSEY, 40,120§							
Evening Press	6,295	4/	.....	J. S. Irish	Guernsey Press Co., Ltd	F. F. Peek	C. W. Howitt.
The Star	4,000	4/	.....	W. R. French	Guernsey Star & Gazette Co	W. R. French	J. J. Eveson.
JERSEY, 49,474¶							
Morning News	4,000	4/	.....	W. Ph. Le Bas	Jersey Morning News, Ltd	W. Ph. Le Bas	H. C. Blanchard (London).
Evening Post	10,000	6/	£60	A. Harrison	W. E. Quiton & Co	A. Harrison	A. G. Harrison.

WALES

CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertisement Manager
CARDIFF, 223,648							
South Wales Echo & Express	168,016*	20/	£150	Douglas C. Stephen	Western Mail & Echo, Ltd	R. J. Webber, J. P.	R. Powell Henry.
Western Mail & S. Wales News	.....	20/	£150	Sir Wm. Davies, J. P.	Western Mail & Echo, Ltd	R. J. Webber, J. P.	W. J. Minchinton.
NEWPORT (MON.), 89,198§							
South Wales Argus	.....	10/	£90	.....	South Wales Argus, Ltd	.....	.....
SWANSEA, 164,825							
South Wales Daily Post (E)	52,100*	8/6	£65	Malcolm Smith	Swansea Press, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	C. Jones.
Herald of Wales (W)	4,300	5/	£38/10/	Malcolm Smith	Swansea Press, Ltd. (Northcliffe Newspapers)	W. A. McWhirter	C. Jones.

IMPORTANT BRITISH CLASS PERIODICALS

The Bystander	.....	35/ (F.M.) 31/ (ord.)	£75 (F.M.) £65 (ord.)	Comyns-Beaumont	Illustrated Newspapers, Ltd	Brig. Gen. Neville Campbell.	A. E. Drayson.
Britannia & Eve	.....	63/	.....	J. Heitner	British National Newspapers, Ltd.	.....	R. A. L. Maltby.
The Graphic	.....	£1.18/6	£100	Alan Bott	Illustrated Newspapers, Ltd	Brig. Gen. Nevie Campbell.	B. L. Simpson.
The Sketch	.....	.....	.....	.....	.....	.....	.....
Illustrated London News	.....	40/	£100	Capt. Bruce S. Ingram	Illustrated London News & Sketch, Ltd.	Brig. Gen. Nevile Campbell.	Capt. G. Young.
The Sphere	.....	31/	£100	Jesse Heitner	Illustrated Newspapers, Ltd	Brig. Gen. Nevile Campbell.	J. Bewsher.
The Tatler	.....	£1.16/6	£100	E. Huskinson	Illustrated Newspapers, Ltd	Brig. Gen. Nevile Campbell.	G. C. Morpeth.
Illustrated Sporting & Dramatic News	.....	25/	£60	W. J. Moore	Sporting & Dramatic Publishing Co. Ltd.	G. D. Maddick	D. C. Maddick.
Country Life	.....	22/6	£50	Edward Hudson	Country Life, Ltd	Edward Hudson	Alfred Johnson.
The Field	.....	19/3	£50	Eric Parker	The Field Press (1930), Ltd	Edw. Hudson	Alfred Johnson.
The Queen	.....	16/8	£40	.....	The Field Press (1930), Ltd	Edw. Hudson	.....
Punch	125,000†	£5	£200	Sir Owen Seamen	Bradbury, Agnew & Co., Ltd	Philip L. Agnew	Miss Marion Jean Lyon.
Nation & Athenaeum	.....	15/	£16	Harold Wright	The Nation, Ltd	J. M. Keynes	John Ramage.
New Statesman	13,000	£1	£21	.....	Statesman Publishing Co., Ltd	.....	.....
Spectator	.....	£20	£40	Evelyn Wrench	Evelyn Wrench	E. D. W. Chaplin	H. S. Janes.

* Certified. † Audited. † Guaranteed.

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ADVERTISING AGENCIES OF GREAT BRITAIN & NORTHERN IRELAND

Specially Compiled for EDITOR & PUBLISHER by Allan Delafons, London Correspondent

Note—This is the most complete list of British advertising agencies ever issued, and has been compiled exclusively for EDITOR & PUBLISHER. For the purpose of convenience, Advertising Consultants not actually placing business are also included.

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A

Name	Address
Abbott, W., Ltd	32 Eastcheap, E. C. 3.
Abercorn Advtg. Agency, Ltd	4 New Oxford St., W. 1.
Abrahams, J. & Sons	172 Romford Rd., E. 7.
Adams, Bros. & Shardlow, Ltd	72 Chiswell St., W. C. 1.
Adelphi Publicity Service	37–8 Temple Chambers, E. C. 4.
Adlets, Ltd	20 Kingsway, W. C. 2.
African Amalgamated Puby Service, Ltd	Aldwych House, W. C. 2.
African & Colonial Press Agency	55 Chancery Lane, W. C. 2.
A. G. Agency	46 Strand, W. C. 2.
Agence Havas, Ltd	20 Kingsway, W. C. 2.
Aldridge, F	34 Paternoster Row, E. C. 4.
Aldwych Advertising Co., Ltd	Astor House, Aldwych, W. C. 2.
Alert Circularizing Co., Ltd	87–93 Lamb's Conduit St., W. C. 1.
Alexandra Advt. Agency	36 Leadenhall St., E. C. 3.
Algar, F	58 Gracechurch St., E. C. 3.
Allan, Rex & Co	10 Codliman St., E. C. 4.
Allan-Cooper, E., & Co., Ltd	15 Railway Approach, S. E. 1.
Allan's Advertising Service, Ltd	3 Queen's Square, W. C. 1.
Allen, David Advertising	23 Buckinghamgate, S. W. 1.
Alliance Advtg. Agency, Ltd	329 High Holborn, W. C. 1.
Allwyn Ad. Agency	91 Shaftesbury Ave., W. 1.
Amalgamated Publicity Service, Ltd	Publicity House, Bucknall St., W. C. 2.
Anderson, R., & Co	14 King William St., W. C. 2.
Appleby, C. L	12–14 Red Lion Court, E. C. 4.
Arks Publicity, Ltd	63 Lincoln's Inn Fields, W. C. 2.
Ashby Service Agency, Ltd	5 New Bridge St., E. C. 4.
Associated General Publicity, Ltd	35 Surrey St., W. C. 2.
Association of Service Newspapers	1 Albermarle St., W. 1.
Atlantic Publicity Co	Devereux Buildings, Devereux Court, W. C. 2.
Australian Advertising Agency, Ltd	Australia House, W. C. 2.
Ayer, N. W., & Son, Ltd	6 Spring Gardens, S. W. 1.
Ayrshire Publicity Co., Ltd	69 Victoria St., S. W. 1.

B

Babcock, M. C	59 New Oxford St., W. C. 1.
Baldry, S. F., Ltd	52–54 High Holborn, W. C. 1.
Baldwin, J., Wardrobe, Chas	Queen Victoria St., E. C. 4.
Bale, J. Sons & Danielsson	83–84 St. Gitchfield St., W. 1.
Barker, Charles, & Sons, Ltd	31 Budge Row, E. C. 4.
Barker, Drabble & Co	329 High Holborn, W. C. 1.
Barker, E., & Co	13 Salisbury Square, E. C. 4.
Barnard's Press (1926), Ltd	15 King St., St. James's, S. W. 1.
Barney, E. W., Ltd	45 Kingsway, W. C. 2.
Bartlett, P. C	27 Southampton St., W. C. 2.
Basil Butler Co	Quality Court, W. C. 2.
Bates, Alfred, & Son, Ltd	132–4 Fleet St., E. C. 4.
Beckwith, Rt., & Co	35 Haymarket, S. W. 1.
Beer, A. P., & Son	13 Salisbury Square, E. C. 4.
Belmont Publicity Co., Ltd	6 Gordon Sq., W. C. 1.
Bench, T. C., Ltd	Graham House, Tudor St., E. C. 4.
Benn & Cronin, Ltd	25 Grosvenor Place, S. W. 1.
Bentley & Co. (Printers) Ltd	2 Duncan Terrace, Islington, N. 1.
Benson, S. H., Ltd	Kingsway Hall, W. C. 2.
Bernard, R. H. F. W., Ltd	36–38 Southampton St., W. C. 2.
Bernard, A	61 Ludgate Hill, E. C. 4.
Berkeley Press	Staple Inn Buildings, W. C. 1.
Black's Advtg. Agency, Ltd	47 New Oxford St., W. C. 1.
Boardman Advtg. Co	25 Colonnade, W. C. 1.
Braithwaite & Miller, Ltd	Abbey House, Victoria St., W. 1.
Brandis-Davis Agency	231 Strand, W. C. 2.
Bridewell Publicity Service	15 New Bridge St., E. C. 4.
Bridge, W. & Co	2 Ludgate Hill, E. C. 4.
Briggs & Associates, Ltd	19 Craven St., W. C. 2.
Brindley, T. M	21 Imperial Buildings, E. C. 4.
Brixton Free Press & Advertising Co., Ltd	429 Brixton Road, S. W. 9.
Brockie, Haslam & Co	23 Fleet St., E. C. 4.
Brocklesley, D. H	12-A Clifford Inn, E. C. 4.
Brook's Publicity Service	57 and 58 Chancery Lane, W. C. 2.
Brown, Gould & Co., Ltd	11 Salisbury Square, E. C. 4.
Browne, T. B., Ltd	163 Queen Victoria St., E. C. 4.
Bruton & Co	134 Upper Thames St., E. C. 4.
Buckland & Co	55 Chancery Lane, W. C. 2.
Burroughes Wellcome & Co	Snow Hill Buildings, E. C. 4.
Burrow, E. J., & Co., Ltd	109 Kingsway, W. C. 2.
Business Builders, Ltd	26 Gt. Ormond St., W. C. 1.
Buttolph & Dickson	323 High Holborn, W. C. 1.

C

Camden Advertising Agency	62 Fleet St., E. C. 4.
Carlton Publicity, Ltd	Carlton House, Gt. Queen St., W. C. 2.
Catherall, W. H. G	9 Queen Victoria St., E. C. 4.
Causton, Sir J., & Sons, Ltd	9 Eastcheap, E. C. 3.
Cave's Advertising & Publicity Service	11 Gt. Turnstile, Lincoln's Inn Fields, W. C. 2.
Caxton Advtg. Agency, Ltd	17 Surrey St., W. C. 2.
Celtic Advertising Agency	57 and 58 Chancery Lane, W. C. 2.
Central News, Ltd	5 New Bridge St., E. C. 4.
Central Press Agency	190 Strand, W. C. 2.
Central Advtg. Service, Ltd	46 Finsbury Square, E. C. 4.
Church Advtg. Assoc'n	36 Whitefriars St., E. C. 4.
Chadwich's Service, Ltd	6 Bucknall St., W. C. 2.
Charterhouse Advtg. Service	161-A Strand, W. C. 2.
Cinads, Ltd	20 Kingsway, W. C. 2.
Cinema Publicity Co	18 Featherstone Buildings, W. C. 1.
Circulicity, Ltd	26 Shaftsbury Avenue, W. 1.
City Advtg. Agency	11 Paternoster Buildings, E. C. 4.
Clackson, A. H., Ltd	119 Fleet St., E. C. 4.
Clark, Samson & Co., Ltd	57 Mortimer St., W. 1.
Clarke, Son & Platt, Ltd	317 High Holborn, W. C. 1.
Clayton, C. D., Ltd	19 Charing Cross Road, W. C. 2.
Cleaver, Travers, Ltd	38 Grosvenor Place, S. W. 1.
Clowes, Wm., & Sons, Ltd	28 Gt. Windmill St., W. 1.
Colonial Technical Press, Ltd	36–38 Southampton St., W. C. 2.
Commercial Publicity	22 Bloomsbury St., W. C. 1.
Courtenay, J. W., Ltd	12 Norfolk St., Strand, W. C. 2.
Coventry Advertising Service, Ltd	26 Coventry St., W. 1.
Covers, Ltd	26 Mark Lane, E. C. 3.
Cowie & Co., Ltd	17 Gresham St., E. C. 2.
Cox & Pickering	3 Westminster Palace Gardens, S. W. 1.
Cramer, P. A., & Co	41 Old Compton St., W. 1.
Crawford, W. S., Ltd	233 High Holborn, W. C. 1.
Crossley & Co., Ltd	5 Racquet Court, E. C. 4.
Cuming, Geo., Ltd	125 High Holborn, W. C. 1.
Curtice Publicity	131 Fleet St., E. C. 4.
Curtis Agency, Ltd	Cecil Chambers, 86, Strand, W. C. 2.

D

Dale, Reynolds & Co., Ltd	46 Cannon St., E. C. 4.
Darby's Advertising Agency, Ltd	Bridewell Ho., Bridewell Pl., E. C. 4.
Davey, James & Co., Ltd	New Inn House, Houghton St., W. C. 2.
Davies & Co	95 Bishopsgate, E. C. 2.
Circulicity, Ltd	13 Victoria St., S. W. 1.
Davies & Wild	**87 Regent St., W. 1.**
Co	Aldwych House, Aldwych, W. C. 2.
Dawson, Wm., & Sons, Ltd	118 Cannon St., E. C. 4.
Day's Advtg. Agency	28–29 Temple Chambers, E. C. 4.
Deacon, Samuel, & Co., Ltd	9 Fenchurch Avenue, E. C. 3.
De Roos, Johnson & Co	80 Wellesley Road, N. W. 5.
Derrick, P. E., Advertising Agency, Ltd	233 High Holborn, W. C. 1.
Dewynter's, Ltd	60 Haymarket, S. W. 1.
Dexter Publicity Service, Ltd	4 Avenue Charles, Southampton Row, W. C. 1.
Direct Mail Advtg., Ltd	Publicity House, Bucknall St., W. C. 2.
Dixon, A. S., Ltd	1 Portsmouth St., Kingsway W. C. 2.
Dixon, Thos	195 Oxford St., W. 1.
Dorland Agency, Ltd	14 Regent St., S. W. 1.
Dorland (City) Ltd	10 Old Jewry, E. C. 4.
Downtown, Hill and Yawsey	35 Surrey St., W. C. 2.
D. P. S	7 High St., Bloomsbury, W. C. 2.
Drabble, Harold, Ltd	2 Norfolk St., Strand, W. C. 2.
Drummond-Walker & Co	83 Kingsway, W. C. 2.
Dunstan, Edgar G, & Co	11 Lincoln's Inn Fields, W. C. 2.

E

Effective Publicity Co	11 Gt. Turnstile St., W. C. 1.
Electrical Press, Ltd	13 Fisher St., W. C. 1.
Elliott, S., Ad. Agency, Ltd	110 Fleet St., E. C. 4.
Ellis, Chas. (Theatrical)	2 Finsbury Square, E C. 2.
Elmwood, Advtg. Co	Newport House, Gt. Newport St., W. C. 2.
Empire Service Agency	65 Chancery Lane, W. C. 2.
Erwin, Wasey & Co., Ltd	10 Smith Square, S. W. 1. and 19 Boulevard Malesherbes, Paris (VIIIE).
Erwoods, Ltd	30 Fleet St., E. C. 4.
Exchange Telegraph Co., Ltd	64 Cannon St., E. C. 4.
Express Publicity Co	37–41 Gracechurch St., E. C. 3.

F

Facsimile Letter Ptg. Co., Ltd	10 Macklin St., W. C. 2.
Fairbairn Advtg., Ltd	Bush Ho., Adwych, W. C. 2.
Far Eastern Adv. Agency (London), Ltd	7 Garrick St., W. C. 2.
Felton's Ad. Agency (1924), Ltd	22 Church St., W. 1.
Field's Ad. Service, Ltd	Ludgate Ho., Fleet St., E. C. 4.
First International Ad. Agency	Bush Ho., W. C. 2.
Fisher, Eden, & Co., Ltd	6–8 Clements Lane, E. C. 4.
Flowerdew & Co., Ltd	227 Strand, W. C. 2.
Flynn's Advertising Agency	110 Strand, W. C. 2.
Foot, B., & Co	110 Strand, W. C. 2.
Ford's	12 City Road, E. C. 1.
Forum Publicity Services, Ltd	30 High Holborn, W. C. 1.
Foster Wickens, Ltd	56 Ludgate Hill, E. C. 4.
Foster Turner, Ltd	7 Wallbrook, E. C. 1.
Frank, Albert, & Co., Inc. (of New York)	5 New Bridge St., E. C. 4.
Freeman & Co	33 Paternoster Row, E. C. 4.
Fretwell, S., & Co	5 Wine Office Court, E. C. 4.
Frost-Smith & Co	66 Finsbury Pavement, E. C. 2.
Fuller, F. L	43 S. Molton St., W. 1.
Fulton's	Vernon House, Sicilian Avenue, W. C. 1.

G

Gane, A., & Co., Ltd	6 Eldar St., E. C. 2.
Garland, S. T	346 Strand, W. C. 2.
Garratt, (J. E.) Ad. Agency	96 Southhawk St., S. E. 1.
Gascoine & Co	Avenue Chas., Vernon Pl., W. C. 1.
General Advtg. Co	80 Regent St., W. 1.
General Publicity Service	76 Chancery Lane, W. C. 2.
George, E. W., Ltd	109 Kingsway, W. C. 2.
Gibbs, Smith & Co	10 High Holborn, W. C. 1.
Giddy, H	186a Temple Chambers, Temple Avenue, E. C.

(*Continued on page 242*)

GAINS!

Few British Newspapers can boast of gains during the most difficult year of 1931. Yet in spite of depressed trade conditions and the consequent restriction of press campaigns the Northcliffe Newspapers were able to break their own advertisement records. In June 1931 the revenue from National Advertisers increased by 28.51 per cent. The reason is not far to seek—the Northcliffe Newspapers dominate Great Britain's Provincial trade routes and offer complete and effective coverage of valuable markets which no National Advertiser can afford to neglect.

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EVENING SENTINEL
STOKE-ON-TRENT

SOUTH WALES
DAILY POST
SWANSEA

DERBY
DAILY TELEGRAPH
DERBY

GRIMSBY
DAILY TELEGRAPH
GRIMSBY

LEICESTER
EVENING MAIL

THE CITIZEN
GLOUCESTER

GLOUCESTERSHIRE
ECHO
CHELTENHAM

LINCOLNSHIRE
ECHO
LINCOLN

BRITISH ADVERTISING AGENCIES

(Continued from page 241)

Name	Address
Gilbert Advtg., Ltd	14 High Holborn, E. C. 1.
Giles, G	146 Fleet St., E. C. 4.
Glanfield Advtg. Service, Ltd	10–12–14 Knightsbridge, S. W. 1.
Glover, T. J	61 Chancery Lane, W. C. 2.
Godbold's, Ltd	1 Clement's Inn, Strand, W. C. 2.
Goldberg Advertising Agency, Ltd. (Australia and New Zealand)	109 Kingsway, W. C. 2.
Goldsmith, W., Co	46 Lincoln's Inn Fields, W. C. 2.
Goodall, B. L	9 Southampton St., W. C. 1.
Good Advertising, Ltd	175 Regent St., W. 1.
Gordon Advertising Agency	Whitehall Place, S. W. 1.
Gordon & Gotch, Ltd	Gordon House, Farrington St., E. C. 4.
Goring, J. H., Advertising	Graham House, Tudor St., E. C. 4.
Gosden, D., & Co	11 Henrietta St., W. C. 2.
Grosvenor Advtg. Co., Ltd	81 Shaftesbury Ave., W. C. 1.
Gosling & Mallinson, Ltd	185 Temple Chambers, E. C. 4.
Gould & Portmans, Ltd	6 Bloomsbury St., W. C. 1.
Greenly's, Ltd	5 Chancery Lane, W. C. 2.
Griffiths & Millington, Ltd	22 Wellington St., W. C. 2.
Gudé, G. A., & Co., Ltd	273 Regent Street.

H

Haddon, John, & Co	11–12 Salisbury Square, E. C. 4.
Hales, F. A. H., Ltd	3 Clement's Inn, Strand, W. C. 2.
Hannaford & Goodman, Ltd	57 Ludgate Hill, E. C. 4.
Hardy, Roy, Ltd	49 Chancery Lane, W. C. 2.
Hampton's	14 Whitcomb St., W. C. 2.
Harrods, Ltd	32 Hans Crescent, S. W. 1.
Hart, J., & Co	6 Arundel Street, W. C. 2.
Harvey Bros	171 Queen Victoria St., E. C. 4.
Harvey, E M	8 Broad St., Chas., Bow Street, W. C. 2.
Harvey, Walton, Ltd	147 Fleet St., E. C. 4.
Harvey-Atkins Advtg. Representation	Walter House, Strand, W. C. 2.
Harwood, E. W., & Co	21 Warwick Lane, E. C. 4.
Hazell, Watson & Viney, Ltd	52 Long Acre, W. C. 2.
Hearn's Advertising Service	58a High Street, Willesden, N. W. 10.
Herbert Publicity, Ltd	90 Charing Cross Road, W. C. 2.
Higham, Charles F., Ltd	17 Kingsway, W. C. 2.
Hill, E. I., Ltd	29 Ludgate Hill, E. C. 4.
Hill, Leonard	173 Fleet St., E. C. 4.
Hill, W., & Co., Ltd	67 Southampton Row, W. C. 1.
Holford-Bottomley Advertising Service, Ltd	23 King St., E. C. 2.
Holman (Laurence) Advertising Service	30 Bedford Square, W. C. 1.
Hony, G. B	25 Oxford St., W. 1.
Hooper & Batty, Ltd	15 Walbrook, E. C. 4.
Horncastle's Advt. Offices	60 Cheapside, E. C. 2.
Hotel & General Advtg. Co., Ltd	Temple House, Tallis St., E. C. 4.
Houghham Service, Ltd	10 New Court, Lincoln's Inn, W. C. 2.
Hubert Cunningham Service	281 Gray's Road, W. C. 1.
Hunter, Edw., & Co	14 Kingsway, W. C. 2.
Hutcheon, Lessel, Ltd	3–4 Clement's Inn, W. C. 2.

I

Imperial Advtg. Agency	60 Strand, W. C. 2.
Industrial Publicity Service, Ltd	4 Red Lion Court, E. C. 4.
International Service, Ltd	18 Victoria St., S. W. 1.
Ilott, Jr., Ltd. (for Australia and New Zealand)	Astor House, Aldwych, London, W. C. 2.

J

Jackson, E. H., & Co	19 Cullum St., E. C. 3.
Jarvis, L. J	12 Norfolk St., W. C. 2.
Jerrard, Hale & Co	4 New Oxford St., W. C. 1.
Johnson Publicity, Ltd	Carlton House, Regent St., W. 1.
Judd, Walter, Ltd	47 Gresham St., E. C. 2.

K

Keymer, D. J., & Co. (Indian & Colonial solely)	80 Fenchurch St., E. C. 3.
King, F., & Co., Ltd	36 Great Queen St., W. C. 2.
King, J. G., & Son	10 Bolt Court, E. C. 4.
Kingham, W. R	4 Regent St., S. W. 1.
Kingsway Press Advtg. Service, Ltd	13 Southampton St., W. C. 1.
Knight, Arthur, Co., Ltd	55–56 Chancery Lane, W. C. 2.
Knight, Austin, Ltd	46 Bloomsbury St., W. C. 1.

L

Lambert, Arthur, Ltd	10–12 Ludgate Hill, E. C. 4.
Lamson, Agency, Ltd	14 St. Mary Avenue, E. C. 3.
Larder & Stevens, Ltd	72 Fleet Street, E. C. 4.
Latin-American Publicity Services, Ltd	5 New Bridge St., E. C. 4.
Laughton & Co., Ltd	3 Southampton St., W. C. 2.
Lawrence, T. B. (Press Advtg.), Ltd	1 Arundel St., W. C. 2.
Laybourne Publicity	Sentinel Ho., Southampton St., W. C. 1.
Leadlay, Ltd	526 Clement's Inn, W. C. 2.
Lile, John H., Ltd	4 Ludgate Circus, E. C. 4.
Lintas, Ltd	Finshing Square, E. C. 2.
London and Provincial Agency, Ltd	104 High Holborn, W. C. 1.
London Press Exchange, Ltd	110 St. Martin's Lane, W. C. 2.
Long, Hiram, Ltd	4 Roan St., Greenwich, S. E. 10.
Longman's Billposting, Ltd	474 King's Road, S. W. 10.
Lord & Thomas & Logan, Ltd	Surrey House, Victoria Embankment, W. C. 2.

M

McCann (H. K.) Co., Ltd	49 Old Bond St., W. 1.
McCave, B. A., Ltd	177 Fleet Street, E. C. 4.
McCorquodale & Co., Ltd	15 King St., E. C. 2.
McDougall, Thomas, Ltd	44 and 46 Kingsway, W. C. 2.
McKim, A., Ltd. (Montreal)	6 Norfolk St., W. C. 2.
McLaren & Sons, Ltd	38 Shoe Lane, E. C. 4.
Mann, F. C	36 St. Andrew's Hill, E. C. 4.
Manning, Sheldon	39 Paul St., E. C. 2.
Marlborough, E., & Co., Ltd	51 Old Bailey.
Marling, Bennett, Ltd	110 Strand, W. C. 2.
Marshall Advtg. Service, Ltd	150 Southampton Row, W. C. 1.
Marsh, G. A	Oxford Circus House, 245 Oxford St., W. 1.
Martin's Scientific Advtg. Agency Service	113 Kingsway, W. C. 2.
Mason, Frank & Co., Ltd	3 Clement's Inn, W. C. 2.
Massey, R	106 Victoria St., S. W. 1.
Massip, Jean, & Co., Ltd	143 Fleet St., E. C. 4.
Masta-Posta Advtg. Co	329 High Holborn, W. C. 1.
Mather & Crowther	10–13 New Bridge St., E. C. 4.
Matthews, Alex., & Co	93 Chancery Lane, W. C. 2.
May, J. E	14 New Bridge St., E. C. 4.
Mayence, L., & Co	19 Ludgate Hill, E. C. 4.
Meerloo Puby. Service, Ltd	14 New Cavendish St., W. 1.
Merritt Service	12 Whitehall, S. W. 1.
Metropolitan Advtg. Co., Ltd	22 Church St., W. 1.
Misani, Gooderam & Young, Ltd	40 Chancery Lane, W. C. 2.
Mitchell, C., & Co., Ltd	1 Snow Hill, E. C. 1.
Moorgate Publicity Co., Ltd	30 Ludgate Hill, E. C. 4.
Moore, Walt	62 Oxford St., S. W. 1.
Morgan Film Service, Ltd	136 Regent St., W. 1.
Morgan, A. R	3 Denman St., W. 1.
Morris, Vibert & Co., Ltd	9 Sandland St., W. C. 1.
Morison, J. K	30 Ludgate Hill, E. C. 4.
Mortons	1 Drake St., W. C. 1.
Moss, J., & Co., Ltd	19 Charing Cross Rd., W. C. 2.
Mosse, Rudolph, Ltd	125 Strand, W. C. 2.
Muller, Blatchly, & Co., Ltd	84 Queen Victoria St., E. C. 4.
Murphy, Casson, Ltd	73 High Holborn, W. C. 1.
Mutual Advtg. Agency, Ltd	29 Ludgate Hill, E. C. 4.

N

Name	Address
Nash & Alexander, Ltd	103 Kingsway, W. C. 2.
National Advtg. Corporation	19 Charing Cross Rd., W. C. 2.
National Publicity Co., Ltd	43 Shoe Lane, E. C. 4.
Nelson, G. F	Laurence Pountney Lane, E. C. 4.
Newfleet Co.	53 Fleet St., E. C. 4.
Newberry, F., & Sons, Ltd	27–28 Charterhouse Sq., E. C. 1.

O

Odhams Press, Ltd	57–59 Long Acre, W. C. 2.
Ogden, H. G., Ltd	177 Regent St., W. 1.
Oldham-Pulford Advtg. Service	61 and 62 Chancery Lane, W. C. 2.
Osborne-Peacock Co., Ltd	30 Norfolk St., W. C. 2.
Outdoor Publicity, Ltd	27 Charles St., S. W. 1.
Overseas Publicity & Service Agency	9 Quality Court, W. C. 2.
Owen, Arthur, J., Ltd	133 High Holborn, W. C. 1.

P

Palmer, Newbould & Co	5 & 6 Cork St., W. 1.
Palmer's Publicity Service	110 Fleet St., E. C. 4.
Parker's Advertising Agency	24 Buckingham St., W. C. 2.
Parr's Advertising Service, Ltd	121 Kingsway, W. C. 2.
Partington Advertising Co., Ltd	Victoria Embankment, W. C. 2.
Pascall's Ltd.	46 Hammersmith Bridge Road, S. W. 6.
Peacock, H.	65 Chancery Lane, W. C. 2.
Payne-Jennings Publicity	6 Vigo St., W. 1.
Phelps, G. H., Ltd	Astor Ho. Aldwych, W. C. 2.
Pemberton, Alfred, Ltd	187 Piccadilly, W. 1.
Pethick, V	184 Fleet St., E. C. 4.
Pictorial Publicity Co., Ltd	26 Long Acre, W. C. 2.
Pool's Advtg. Service, Ltd	180 Fleet St., E. C. 4.
Poster Services, Ltd	14 Regent St., S. W. 1.
Potter, F. E., Ltd	Imperial House, Kingsway, W. C. 2.
Poyser Ad. Agency	4 Broad St., E. C. 2.
Pratt & Co. (Advertising), Ltd	329 High Holborn, W. C. 1.
Presbury S. & Co., Ltd	87 Charing Cross Rd., W. C. 2.
Press & General Publicity Service	29 Ludgate Hill, E. C. 4.
Pritchard (F. C.), Wood & Partners, Ltd	25 Charles St., S. W. 1.
Provincial Publicity Services, Ltd	26a Finsbury Square, E. C. 2.
Publicity Films, Ltd	Filmicity House, op. St. Martin's Lane, W.
Publicity Society of India, Ltd	15 Kingsway, W. C. 2.
Pullin, F. (Films)	130 Wardon St., W. 1.

Q

Quinn, H. O	151 Fleet St., E. C. 4.

R

Radclyffe's	65 Victoria St., S. W. 1.
Radford, G., Advertising Agency, Ltd	12 Henrietta St., W. C. 2.
Radio International Publicity Services, Ltd	40 Beaumont St., W. 1.
Ray's Advtg. Agency, Ltd	19 Cecil Court, Charing Cross Road, W. C. 2.
Regent Advtg. Co	Church Pass., Shaftesbury Avenue, W. C. 2.
Reid, Philip	47 Fleet St., E. C. 4.
Regent Advertising Service, Ltd	165 Moorgate, E. C. 2.
Rex Publicity Service, Ltd	58 Shaftesbury Ave., W. C. 1.
Reid, E. J., & Co., Ltd	35 Gordon Square, W. C. 1.
Reuters, Ltd.	24 Old Jewry, E. C. 2.
Reynell & Son	44 Chancery Lane, W. C. 2.
Richter Advtg. Agency	156 Charing Cross Road, W. C. 2.
Richards & Thompson	57 Avenue Chas., W. C. 2.
Rittenberg, Max	33 Henrietta St., W. C. 2.
Roberts, B., & Co., Ltd	1 Newport House Gt., Newport St., W. C. 2.
Roe, Thomas, & Co	37 Norfolk St., W. C. 2.
Roebuck's Advtg. Service	Salisbury Square House, E. C. 4.
Rogers, L. V	358 Strand, W. C. 2.
Rowley, C., Ltd	53 Avenue Chambers, Vernon Place, W. C. 1.
Royds, G. S., Ltd	125 Strand, W. C. 2.
Ruddock's Ad. Agency	3 Old Jewry, E. C. 2.
Russell, Stanley, & Co	17 Tooley St., S. E. 1.

S

St. James Advertising & Publishing Co., Ltd	108–112 St. Martin's Lane, W. C. 2.
St. Paul's Advtg. Service, Ltd	120 Moorgate, E. C. 2.
Samson Clark & Co., Ltd	57–61 Mortimer St., W. 1.
S. A. S., Ltd	3 Gower St., W. C. 1.
Savage, Major A. C. (Skywriting)	Hendon Aerodrome, N. W. 2.
Saward, Baker & Co., Ltd	27 Chancery Lane, W. C. 2.
Sawkin's Advtg. Service	10 Conduit St., W. 1.
Scott, T. G., & Sons	63 Ludgate Hill, E. C. 4.
Scriven, Wilfred, Ltd	5 Clement's Inn, Strand, W. C. 2.
Sears, F. W	66 Chandon St., W. C. 2.
Secretarial Co & General Advtg. Agency, Ltd	177 Fleet St., E. C. 4.
Sell, Charles	5 Red Lion Square, W. C. 1.
Sells, Ltd.	167 Fleet St., E. C. 4.
Service Advtg. Co., Ltd	10–12 Cork St., W. 1.
Setchell & Co., Ltd	14 High Holborn, W. C. 1.
Sharland & Co	2 and 3 Eldon St., E. C. 2.
Shaw & Blake, Ltd	8 Bell Yard, W. C. 2.
Sheldons, Ltd.	80–86 Regent St., W. 1.
Shipping & Commercial Puby	Palmerston Ho., Old Broad St., E. C. 2.
Shelley, G. H	11 Crooked Lane, E. C. 4.
Simmons, M., & Co	30 Fleet St., E. C. 4.
Siviter Smith, V., & Co., Ltd	Premier House, 15 Southampton Row, W. C. 1.
Skinner, Walter, Ltd	15 Dowgate Hill, E. C. 4.
Smith, Dalby-Welch, Ltd	Gresham House, Old Broad Street, E. C. 2.
Smith (Bernard) Advtg. Service	183 Regent St., W. 1.
Smith, G. J., & Co., Ltd	72 Fleet St., E. C. 4.
Smith, James, Ltd	3–4 Lincoln's Inn Field, W. C. 2.
Smith, W. H., & Son, Ltd	Strand House, Portugal Street, W. C. 2.
Smith, R. Frost, & Co	64 Finsbury Pavement, E. C. 2.
Smith, W. Sydney	422 Strand, W. C. 2.
Smith's Advtg. Agency	100 Fleet St., E. C. 4.
Soanes Advtg. Service	4 Lloyds Avenue, E. C. 3.
Softlaw, W. R	62 Bank Chambers, High Holborn, W. C. 2.
Soman, Philip	154 Fleet St., E. C. 4.
South American Press, Ltd	101 Fleet St., W. C. 2.
Spicers Service, Ltd	115 Fleet St., E. C. 4.
Sologns, Ltd.	Gloucester Ho., 19 Charing Cross Rd., W. C. 2.
Southcombe, W. J	167 Strand, W. C. 2.
Spottiswoode, Dixon & Hunting, Ltd	89 Kingsway, W. C. 2.
Squire, H., & Co	Stafford House, Norfolk Street, W. C. 2.
Stanhope Advtg., Ltd	14 Farringdon Ave., E. C. 4.
Steele's Ad. Service, Ltd	Norfolk House, W. C. 2.
Stephen's Advtg. Service, Ltd	1 New Court, Lincoln's Inn, W. C. 2.
Street, G., & Co., Ltd	6 Gracechurch St., E. C. 3.
Snier's Service, Ltd	115 Fleet St., E. C. 4.
Storey, Evans & Co., Ltd	Red Lion Square, W. C. 1.
Stronach, L. A., & Co. (India), Ltd	27 Chancery Lane, W. C. 2.
Stuart Advtg. Agency, Ltd	103 Kingsway, W. C. 2.
Sykes, T. Dunill, Ltd	Dilke House, Malet Street, W. C. 1.

T

Talbot, Advtg.	14 Salisbury Square, E. C. 4.
Tanner, A. E., & Co	93 Chancery Lane, W. C. 2.
Technical and General Advtg. Agency, Ltd	84 Queen Victoria St., E. C. 4.
Thomas Smith's Billposting, Ltd	61 Frith St., W. 1.
Thompson, J. Walter Co	Bush House, Aldwych, W. C. 2.
Thorn, W. C., Ltd	20 Kingsway, W. C. 2.
Thrower, S.	20 Imperial Buildings, Ludgate Circus, E. C. 4.
Tofts, T.	329 High Holborn, W. C. 1.
Trade and Engineering Ad. Agency	58 Moorgate, E. C. 2.
Travelling Electric Night Signs, Ltd	10 Essex St., W. C. 2.
Tremayne, A., Ltd	26 Old St., E. C. 1.

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BRITISH ADVERTISING AGENCIES

(Continued from page 243)

Name	Address
Tuck, Raphael, Ltd	Moorfields, E. C. 2.
Tucker (John), & Co	27 Chancery Lane, W. C. 2.
Tully-Crabbe, Ltd	69 Fleet St., E. C. 4.
Tune-Knox, Ltd.	Chronicle House, Fleet Street, E. C. 4.

U

United Advtg. Service, Ltd	353 Strand, W. C. 2.
United Kingdom Advtg. Co., Ltd	25 Shaftsbury Avenue, W. 1.

V

Valdar Publicity Service, Ltd	177 Fleet St., E. C. 4.
Venesto Process, Ltd	33 Kings Road, N. W. 1.
Vernon, C., & Sons, Ltd	38 Holborn Viaduct, E. C. 1.
Vickers, J. W., & Co., Ltd	24 Austin Friars, E. C. 2.
Vickery, Kyrle, & Co., Ltd	310 Regent St., W. 1.

W

Waghorn, Holmes	63 Lincoln's Inn Fields, W. C. 2.
Walker, C. J	24 Coleman St., E. C. 2.
Walker, J. M., & Co. (Advtg., Ltd.)	Aldwych House, Aldwych, W. C. 2.
Walker, Publicity, Ltd	20 Conduit St., W. 1.
Walton, Harvey, Ltd	147 Fleet St., E. C. 4.
Watkinson & Co	115 High Holborn, W. C. 1.
Ward & Pascoe	133 Oxford St., W. 1.
Weiner, J, Ltd	71 New Oxford Street, W. C. 1.
Wells, G.	166 Charterhouse Chas., E. C. 1.
Watts, Goddard, Ltd	3 Broadway, Ludgate Hill, E. C. 4.
West African Publicity, Ltd	Africa House, Kingsway, W. C. 2.
West End Advtg. Agency, Ltd	195 Oxford St., W. 1.
White, R. F., & Son	33 Fleet St., E. C. 4.
W. G. H., Ltd	110 Fleet St., E. C. 4.
White & Carter	Carlton Ho., Regent St., S. W. 1.
Whitehall Advtg. Service	53 Haymarket, S. W. 1.
Wilcox, W. J., & Co	Handforth Rd., S. W. 9.
Wildman, A. S	317 High Holborn, W. C. 1.
Wilkes Bros. & Greenwood, Ltd	26 Rushwood St., S. E. 1.
Wichs, Geo.	296 Hackney Rd., E. 2.
Wilkes, Jeffrey, & Co., Ltd	29 Ludgate Hill, E. C. 4.
Williams, F. E., Publicity Service	3 Featherstone Bldgs., W. C. 1.
Williams Publicity Co	45 Chancery Lane, W. C. 2.
Willing & Co., Ltd	362–4 Gray's Inn Road, W. C. 1.
Willing, James, Ltd	362–4 Gray's Inn Road, W. C. 1.
Wills, Ltd.	Lincoln House, High Holborn, W. C. 1.
Wilson, A. J., & Co., Ltd	154 Clerkenwell Road, E. C. 1.
Wilson, F.	101 Hatton Garden, E. C. 1.
Wilson, J. H	185 Fleet St., E. C. 4.
Windsor Studios	53 Aldersgate St., E. C. 1.
Winter Thomas Co. (1926), Ltd	31 Gt. Queen St., W.C. 2.
Wood & Penfold, Ltd	107 Bishopsgate, E. C. 2.
Winterhoff, J.	37 Furnival St., E. C. 1.
W. M. Publicity	Caxton Ho., Tothill St., S. W. 1.
Woburn Advtg., Ltd	112 High Holborn, W. C. 1.
Wood, S. A	59 New Oxford St., W. C. 1.
Woodwright Publicity and Press Service, Ltd	150 New Bond St., W. 1.
Wright, S. H., & Co	44 Bedford Row, W. C. 2.
World's Advtg.	11 Old Jewry Chas., E. C. 2.

Y

Younger Publicity Service, Ltd	128 Shaftesbury Avenue, W. 1.
Young, W. H	177 Fleet St., E. C. 4.

Z

Zenith Agency	5 Panyer Alley, E. C. 4.

PROVINCIAL ADVERTISING AGENCIES

AYLESBURY

Fraine, A. L. de & Co., Ltd	5 Walton Street.

BIRMINGHAM

Adcraft, Ltd.	3–5 Edmund Street.
Argus Advertising Agency, Ltd	50 Summer Row.
Ashford, Charles	12 Lower Essex Street.
Biddle Bros. & Taylor	23 Temple Row.
Boswell & Barrett, Ltd	132 Steelhouse Lane.
Butler & Co., Basil	45 Great Charles Street.
Carlyle Advertising Service	44 Constance Row, Edgbaston.
Clinton-Wall Publicity, Ltd	County Chambers, Corporation Street.
Cuthbertson, L. A	7 Waterloo Street.
Denny & Co	20 Easy Row.
Elliott Advertising, Ltd	Weaman Street.
Grayston, T. Harold	17 St. Benedict's Road.
Hart, B. H., Advertising Service	1 Newhall Street.
Heath, S., Ltd	Bread Street Corner.
Holden & Co., A. N	Corporation Street.
Lisle, Charles E	103 Newhall Street.
Mundy, Gilbert & Trotman	86 New Street.
Parker, Maurice C	Suffolk House, Suffolk Street.
Phillips & Cheatle, Ltd	9 Edmund Street.
Ruston, R., & Co	58 Chamber of Commerce Bldgs.
Scott, R. H	6 Livery Street
Shaw, W. I	Stafford Street.
Sheffields, Ltd	Publicity House, Cornwall Street.
Siviter Smith Service, Ltd	Siviter House, Ludgate Hill.
Smith, George J., & Co	20 Easy Row.
Smith, W. H. & Son	55 Station Street.
Stavely, William, & Co	Trinity Hill.
Taylor, Ltd., H. Cecil	6 Grosvenor Bldgs., Steelhouse Lane.
Toon, S. D., & Heath	Somerton Bldgs., John Bright St.
Trout, Lawson E	12 Bull Street.
White, W. H	14 New Street.

BLACKPOOL

Holt Service	20 Coronation Street.

BOLTON

G. W. Advertising Service	Publicity House, 29a Newport Street.
Wood, F. A	127 St. George's Road.

BRADFORD

Commercial Graphic Co	18 Snowden Street.
Dean, Melton, & Co., Ltd	Albion Chambers, Hustler gate.
Goldsborough, A., Ltd	27 Charles Street.
Hardy Marshall Service, Ltd	Chariot House, Thurnscoe Road.
Hearth, C., Ltd	12 Market Street.
Powney Parker, Ltd	Martin's Bank Chambers, Tyrrel Street.
Richardson Service, Thorne	55 Goodwin Street, Bradford.
Williams Advertising Offices	20 Kirkgate.

BRIGHTON

Mackay & Son	40 Ship Street.
Patmers Advertising Agency	68 Ship Street.

BRISTOL

Blackford & Co	29 Queens Square.
Free Press	30 Baldwin Street.
Glover's Advertising	22 Charlotte Street.
Mountstevens' (F. H.) Advertising Service	1 Bristol Chambers, St. Nicholas Street.
Partridge & Love	Broadmead.
Pearce, Walter, & Co	30 Broadmead.
Wallis, A. N	72 City Road.
Warne, Fred K. G., & Son	30 Baldwin Street.
Western Sales Promotion Agency, Ltd	43 Queens Road, Clifton.

Bushey, Watford

Bournehall Press, The	Bournehall Road.

CARDIFF

Appleby, H. M., Ltd	43 Penarth Road.
South Wales Agency	1 Plymouth Street.
Sky Signs, Ltd	31 Mount Stuart Square.

CARLISLE

G. Findler	Botcherly.

CHATHAM

Mackay Agency	Fair Row.

COLCHESTER

Askew & Sons	The Bungalow, Backerne Hill.
Jefferies Advertising Service	St. Peters Chambers, High Street.

COVENTRY

Cogent Advertising Service, Ltd	37 Cow Lane.
Peters, J. Heritage, Service, Ltd	Midland Bank Chambers.

CROYDON

Elite Advertising Services	72 London Road.

DARLINGTON

Walker, E. D	Central Bldgs.

DERBY

Ball, J.	2 St. James Street.

GLOUCESTER

Thomas, W. George, Advertising Service	15 Worcester Street.

GRAVESEND

Southern Publicity Co	29 Parrock Street.

GREAT YARMOUTH

Eastern Counties Advertising Co	79 Salisbury Road.

GRIMSBY

Jackson, W. H. & Co	318 Victoria Street.
Spence, . . . Tom	143 Cleethorpe Road.

GUILDFORD

Biddles Publicity Service	Martyr Road.

HASTINGS

Hastings Poster & Advertising Co	Station Approach.

HALIFAX

Chapman, L. A. & A	Post Office Bldg., Commercial Street.
Carr, J. Thomas, Advertising Service, Ltd	37 Horton Street.
Mulroy & Co	Cornmarket.

HEMEL HEMSTEAD, Herts.

Needham, Martin & Co	3 Alexandra Road.

HEREFORD

Wilson Leonard Advertising Agency	151 Widemarsh Street.

HUDDERSFIELD

Courtman Stock Service	6 Market Place.
Scientific Publicity	Vance's Chamber, Cloth Hall Street.

HULL

Bell Ad Agency	High Street.
Brown's Publicity Service	30 George Street.
Cox, R. R	Welton Chambers, Jameson Street.
Goddard, Walker & Brown	Market Place.
Harvey's Ad Service	20 Saville Street.
Hull & Grimsby Billposting & Advertising Co	Bowlalley Lane.
Morrison's Advertising Agency, Ltd	7 Albion Street.
Newham, H. E. C	43 Whitefriars Gate.
Potts & Bradley, Ltd	47 George Street.
Youngson & Co., F	165 Albert Avenue.

ILFORD

Heathcote's Advertising Agency	59 St. Mary's Road.
London & Essex Ad Service	Alexandra House, The Hill.

KINGSTON-ON-THAMES

Phillipson's Press (Advtg.) Ltd	1 St. James Road.

LANCASTER

Lancaster & Dist. Billposting & Adv. Co., Ltd	62 Market Street.
Rossendale Free Press	25 Hastingden Road, Rawtenstall Lane.

LEEDS

Atlas Advertising Assn	132 Albion Street.
Collinson's Agency	6 Upperhead Row.
Courtman Stock Agency, Ltd	99 Albion Street.
Elmwood Advertising Co	41 Camp Road.
Ford, M.	17 Balcony, Corn Exchange.
Hemingway, H. B.	Cookridge Chambers, Cookridge Street.
Heslock Agency	Stansfield Chambers, Gt. George Street.
Hirst, C.	6 West Street.
Hope, John	69 Albion Street.
Leeds Advertising Agency	21 Queen Street.
Lord, Tudor & Co	69 Albion Street.
Moarland Pharmacal Service	Rawdon, near Leeds.
Roberts, R. & Co., Ltd	41 Camp Road.
Sheldon's Advertising Agency, Ltd	Queen Street.
Stirling, A. F	69 Albion Street.
Storey, Evans & Co., Ltd	Larkfield, Rawdon.
Tattersall & Crouch	8 Commercial Street.
Whitehall Advertising Agency	16 Whitehall Road.
Woods Advertising Agency	Harriett Street.
Woodhouse & Sons	14 Vernon Street.

LEICESTER

D. M. A. Co., Ltd	Lanvey Gate.
Gayton, F.	4 Market Street.
Kempton, A. E	1a Halford Place.
Lavis, Lionel E	"Allen House," Newarke Street.
Oldershaw & Son	Granby House.
Raithby, Lawrence	De Montfort Press.

LINCOLN

Burcombe, W. G	3 Exchange Arcade.
Lincoln Publicity, Ltd	5 Bank Street.
Mills & Cahill	238 Burton Road.

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BRITISH ADVERTISING AGENCIES

(Continued from page 243)

LIVERPOOL

Name	Address
Allen, David, & Sons, Billposting, Ltd	19 Islington.
Allied Publicity, Ltd	66 Bold Street.
Birchall, C., Ltd	17 James Street.
Bruce, R., Ad Service	4 Clifton Road.
Clark, F. R.	South Castle Street.
Courtney, J. W., Ltd	64 South Castle Street.
Direct Publicity Co., Ltd	20 North John Street.
Duncan, A. W.	Concert Street.
Douglass, A. C. & Co	710 Royal Liverpool Bldgs.
Edwards (Thompson) Ltd	46 Hanover Street.
Forbes, Keir & Bullen, Ltd	43 Renshaw Street.
Furness, J., & Co., Ltd	Lloyds Bank Bldgs., Bold Street.
Holland, Geoffrey, Ltd	Wellington Bldgs., The Strand.
Hough's (Liverpool) Ltd	Hopwood Bldgs., S. Castle Street.
Imperial Press Agency	171 Islington Road.
Jones, William, & Co., Ltd	34 Cable Street.
Lawrence, T. B., Ltd	49 South Castle Street.
Lee & Nightingale	15 North John Street.
Littlebury Bros.	3 Crosshall Street.
Liverpool Advertising Co., Ltd	44 Cable Street.
Liverpool Press	7 Elliott Street.
MacDowall, J.	16 South Castle Street.
Maiden-Ostick, Ltd.	14 Dale Street.
Mason, Frank & Co	Lime Street Station.
Meredith, Mark	67 Dale Street.
Mills & Knight	34 Moorfields.
Newton, Griffiths & Co	607 Tower Bldgs., Water Street.
Pax Press Agency, Ltd	3 Crosshall Street.
Peacock Service, S. C	1 Bixteth Street.
Pearce, T., Ltd	36 Cable Street.
Pratt, E. A.	16 South Castle Street.
Press Services, Ltd	14 North John Street.
Publishers & Advertisers, Ltd	Bold Street.
P. P. Press	King Edward Street.
Randall's Agency	49 Whitechapel.
Rimmers Advtg Service	53 Paradise Street.
Smith, W. H. & Son	18 James Street.
Thompson, J. A.	33 Cable Street.
Thompson, G., & Sons	1 Crosshall Street.
Turner, J. & Co	Town Hall Square.
Vernon, C., & Sons	56 South Castle Street.
West Coast Advtg. Co	97a Whitechapel.

LOUGHBOROUGH

W. J. M. Taylor	Derby Road.

MANCHESTER

Allied Publicity (M/C), Ltd	1 Cooper Street.
Ashburner's, Ltd.	Waterloo Bldgs., 10 Piccadilly.
Baird & Dawson	Old Colony House, South King Street.
Bewley Publicity, Ltd	230 Deansgate.
Brandon's Agency	2 Park Place, Higher Broughton.
Browne, T. B., Ltd	52 Cross Street.
Carmichaels	30 St. Ann's Street.
Clayton Advertising Agency, The J. K.	Parsonage Chambers.
Clery & Smalley	5 Cathedral Yard.
Collins, J. & Co., Ltd	4 Southgate, King Street, W.
Commercial Advertising Service, Ltd	North Parade.
Co-operative Press Agency	1 Balloon Street.
Corona Advertising, Ltd	89 Fountain Street.
Cowley & Co., Ltd	19 Westwood Street, Moss Side.
Cross-Courtney, Ltd.	St. James' House, Brazenose Street.
Eastwood Publishing Co	1 New Wakefield Street.
Emsley, J. H.	17 Broady Street, Stretford.
Farmer, Courtney D	Hauehmond, Brantingham Rd., Alexandra Park
Greaves, Herbert, Ltd	35 Holdsworth Street.
Heywood, John, Ltd	121 Deansgate.
Jackson, R. H., Ltd	26 Cooper Street.
Manchester Billposting Co., Ltd	36 Peter Street.
Newnes, George, Ltd	Manchester.
Osborne-Peacock Co., Ltd	11 Piccadilly.
Pool's Advertising Service, Ltd	1 Princess Street, Albert Square.
Pratt & Co., Ltd	11 Albert Square.
Roe, F. John	15 Cross Street.
Service Publicity	100 Rusholm Road.
Universal Advertising Co., Ltd	2 John Dalton Street.
White, E. G., Service, Ltd	21 Cannon Street.

MIDDLESBOROUGH

Kidd, Ernest W	Corporation Roatl.

NEWCASTLE-ON-TYNE

Driffield's Agency	70 Pilgrim Street.
North of England's Agency	6 Rutherford Street.
Redhead & Co., C. H. D	18 Eldon Square.
Reid, Andrew & Co., Ltd	Printing Court Bldgs.
Tully-Crabbe, Ltd	Northumberland Street.

NOTTINGHAM

Barnes & Harmby	Warser Gate.

OXFORD

Oxford Advertising Agency	Shin Street.
Oxford Billposting Co	43–45 George Street.

PETERBOROUGH

Scott, R. R. & Co	Helpston.

PLYMOUTH

Butcher's Advertising Agency	13 Frankfort Street.
Underhill (Plymouth) Ltd	14 Frankfort Street.

PORTSMOUTH

General Publicity Co	341 Twyford Avenue.
Portsmouth & Dist. Billposting Co., Ltd	74 Arundel Street.

RAMSGATE

Thanet Publicity Service, J. T. Huddestone	17 Chapel Place.

READING

Fry, J. W	Lower Caversham.
Grantham, A. H. & Co	Valpy Street.

REDHILL

Redhill, Reigate & Dist. Billposting Co., Ltd	76 Brighton Road.

SHEFFIELD

Black, Arthur A., Ltd	13 Broom Hall Road.
Kellert, F., Ltd	25 Wellington Street.
Light, E., & Co., Ltd	156 Eyre Street.
Steel, J.	10 Jointer Lane.
Midgley, R.	57 Broad Lane.

SOUTHAMPTON

Douglass, The Eddy, Advertising Service	Block above Bar.

STROKE-ON-TRENT

Smedley Service	19 Glebe Bldgs.

SOUTHPORT

Westminster Ad. Co	106 Lord Street.

STOCKPORT

Name	Address
Counties Advertising Co	Prudential Bldgs., St. Petersgate.
Ridgway's Service	Greek Street.

SUNDERLAND

North East Publicity Co	5 Frederick Street.
Provincial Publicity	11 Bridge Street.
Rutter, R. L., Ltd	15 Bridge Street.

SWANSEA

Bart Cronin Advertising Agency	Main Road, West Cross.
Swansea United Bill Posting Co	20 Calvert Street.

TRURO

Blackford, Oscar	Royal Printeries.

WARRINGTON

Light, Ernest & Co	Horsemarket Chambers.

WAKEFIELD

Wakefield Advertising Agency	11 Wood Street.

WEST HARTLEPOOL

Ilderton, W. & Sons	119 Scarboro Street.

WESTON-SUPER-MARE

Flook & Sons	Paragon Road.

WOLVERHAMPTON

Hughes (Florence) Advertising Agency	King's Chambers, King Street.

YORK

D. E. F. Co	Railway Street.
Pottage, T. W. & Sons, Ltd	4 Castlegate.
Williamson's Advertising Agency	37 Market Street.

CHANNEL ISLANDS

Guernsey, Press Co., Ltd	Smith Street, Guernsey.
Sheridan's Publicity Service	21 Broad Street, Jersey.

SCOTLAND

AYR

Browning, Jn., & Co., Ltd	57 Dalblair Road.
West of Scotland Billposting & Adv. Co., Ltd	100 High Street.

DUNDEE

Campbell Son & Co	10 Reform Street.
Wilson Advertising Co	10 Reform Street.

DUNFERMLINE

Paterson Bros.	10a Bridge Street.

EDINBURGH

Aitken Service, Ltd	20 George Street.
Brown, R. P	18 Liberton Gardens.
Dorland Agency, Ltd	2 George Street.
Keith & Co	6 Castle Street.
McCallum & Co., J. G	10 St. Andrews Square.
Menzies, John, & Co., Ltd	Hanover Buildings, Rose Street.
McQueen, Charles	25 Rutland Square.
Northern Advertising Agency	105 Hanover Street.
Robertson & Scott	73 Hanover Street.
Slaughter & Company	2 St. Andrew Square.
Stanley Agency	7a Hope Street.
Watson, A. Campbell	2 George Street.

GLASGOW

Alldrit, E. A.	101 St. Vincent Street.
Atkins, G & P.	41 Robertson Street.
Browne, T. B., Ltd	65 Bath Street.
Cowan Advertising Service	25 Wellington Street.
Cuthbertson, D. C., & Co., Ltd	247 Carl Street.
Douglas Advtg Co., Ltd	29 St. Vincent Place, C. 1.
Duke, J. Stirling	39 Hope Street.
Howat Advertising Service, Ltd	111 Union Street.
Kempsell's Advertising Service, Ltd	163 Hope Street.
Lambert, F.	104 West George Street.
May's & Westminster Advtg. Service, Ltd	55 West Regent Street.
Macmillan Publicity, Ltd	29 Waterloo Street.
McLean, John, & Co	7 Royal Bank Place.
McMurtie, Ltd.	11 Bothwell Street.
McPhail Ad. Service	54 Gordon Street.
Menzie, John, & Co., Ltd	90–94 West Nile Street.
Menzies, Peter A.	22a West Nile Street.
Miln, G. H.	53 Waterloo Street.
Mitchell's Advertising Agency	68 Gordon Street.
Neill, Gordon	5 West Regent Street.
Newnes, George, Ltd	Glasgow.
Osborne-Peacock Company, Ltd	82 Gordon Street.
Oswald Advtg. Agency	75 Buchanan Street.
Porteous, Wm., & Co	9 Royal Exchange Place.
Rex Publicity Service	95 Renfield Street.
Robertson & Smith	4 North Court, St. Vincent Place.
Sharp, A. F., & Co	14 Royal Exchange Square.
Shaw, John	156 St. Vincent Street.
Simpson & Gemmell, Ltd	108 Renfield Street.
Somerville & Milne	65 Bath Street.
Spiers, James B.	180 West Regent Street.
Universal Advertising Agency	148 Renfield Street.
Watson, C. P.	87 Union Street.

PERTH

Young, J., & Son	66 Watergate.

IRELAND

BELFAST

Allen, David, & Sons, Billposting, Ltd	22 William Street, South.
Eason & Son, Ltd	17 Donegall Street.
McCaw, Stevenson & Orr, Ltd	Linenhall Works.
Stewart, Geo. A., & Co	Ulster Chambers, 58 Waring Street.
Travers & Co	10 Arthur Street.
Wensley, J. A	8 North Street.

CORK

News Bros., Ltd	20 Bowling Green Street.

DUBLIN

Eason & Sons, Ltd	40 Sackville Street.
Kenney's Advertising Agency	65 Middle Abbey Street.
Milne, C., & Co	10 South Frederick Street.
McConnell Advertising Service	10 St. Brunswick Street.
O'Keefe's Advertising Agency	D'Olier Street.
Wilson, Hartnell & Co	Commercial Buildings.

BRITISH NEWSPAPER ASSOCIATIONS

EMPIRE PRESS UNION, 71, Fleet Street, London, E. C. 4. Objects: An organization of Newspaper proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies Overseas, and in India. The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society and the Periodical Trade Press & Weekly Newspaper Proprietors' Association. All the principal news agencies are members. Genl. Secretary, H. E. Turner; President and Chairman, Major the Hon. J. J. Astor, M. P., Hon. Treasurer, Mr. Cecil Harmsworth.

NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6, Bouverie Street, London, E. C. 4. Membership is open to all the London morning, evening and Sunday newspapers. The affairs of the Association are conducted by council meetings on which representatives of all the newspapers are entitled to sit. Its objects are to deal with matters of common interest to all the London newspapers. Chairman, Lord Riddell, News of the World; Vice-Chairman, Hon. Esmond Harmsworth, M.P., Associated Newspapers; Secretary, T. W. McArn, J.P.

THE NEWSPAPER SOCIETY, Salisbury Square House, London, E. C. 4. The newspaper Society, founded in 1836 as the Provincial Newspaper Society, was reconstituted in 1917 and 1921. In the latter years it became one organization representative of the newspaper press of England and Wales (with the exception of the London daily and Sunday newspapers); the Irish Newspaper Society is affiliated with it, and it is in close touch with the Scottish Daily Newspaper Society. A number of local associations throughout England and Wales act with and strengthen the work of the central office. The Society's activities include: Issuing a monthly confidential circular to members, supplemented by special circular letters on matters of urgency; supplying of information concerning the standing of advertising agents; negotiating with trade unions upon matters affecting members' interests; collecting debts owing members; scrutinizing and if necessary working for the amendment of proposed legislation affecting newspapers; arranging for joint action in cases where newspapers are threatened with legal proceedings; in brief, working for the advancement of the interests of newspaper proprietors and producers in all ways. Secretary, Edward W. Davies, Salisbury Square House, Salisbury Square, E. C. 4; President, R. N. Burgess (Cumberland Evening News, Carlisle).

ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON. Secretary, Negley Farson, The Chicago Daily News, Bush House (West Wing), Aldwych, W. C. 2. President Charles A. Selden; Vice-President, J. S. Braithwaite; Treasurer, Arthur E. Mann; Executive Committee, Joseph W. Grigg, Webb Miller, De Witt Mackenzie, John S. Steele, Raymond Gram Swing.

UNIVERSITY OF LONDON JOURNALISM UNION. Officers: President, R. G. Cartwright, Kings College, Strand, W. C. 2; Secretary, Miss M. Carnegie, Kings College, Strand, W. C., 2; Treasurer, M. Lesfield Mason, University College, Gower St., W. C. 1. Other Officers: Miss Q. Stustkin, University College, Gower St., W. C. 1; Miss M. Bowen, Bedford College, Regents Park, N. Y.; Mr. R. Mackay, Kings College, Strand, W. C. 2.

THE WRITERS' CLUB. Founded 1801. 10, Norfolk Street, Strand, W. C. 2. This club corresponds to the Authors' Club for men. Secretary, Miss M. Noel-Hill, 10 Norfolk Street, Strand, W. C. 2; President, Her Highness Ranee Margaret of Sarawak; Vice-Presidents, Mrs. Belloc-Lowndes, Miss Sheila Kay-Smith, Mrs. Burnett-Smith, Mrs. Champion de Crespigny; Hon. Secretary and Treasurer, Miss L. R. Mitchell.

THE NATIONAL UNION OF JOURNALISTS, 5, Chancery Lane, London, W. C. 2. Registered as a trade union the N.U.J. now has a membership of 5,500 working journalists. Newspaper proprietors, managers or directors are not eligible to membership. General Secretary, H. M. Richardson; President, Walter Betts, London; Hon. General Treasurer, Tom Foster, London; Hon. Editor of the Journalist (the official organ), James Haslam (Manchester); National Organizer, C. J. Bundock (London).

THE INSTITUTE OF JOURNALISTS, 2-4, Tudor Street, London, E. C. 4. Cables and Radio, Instijourn, Fleet, London. A professional organization, incorporated by Royal Charter, 1890, for "the promotion by all reasonable means of the interests of journalists and journalism." American journalists are eligible for election as Overseas Members. Subscription: 42s per annum (entrance fee 10s 6d). Overseas members 21s per annum. Secretary, R. V. Walling; President, Sir Emsley Carr; Vice-Presidents, H. A. Gwynne and W. C. Chillingworth; Hon. Treasurer, Sir Roderick Jones (London); Hon. Counsel, F. Hinde, LL.B., William Latey, M.B.E., LL.B.; Hon. Chaplain, the Rev. Arthur Taylor (Vicar of St. Bride's, Fleet St.)

PARLIAMENTARY PRESS GALLERY, Press Gallery, House of Commons, London, S. W. 1. Consists of journalists accredited to British newspapers and agencies possessing the right of entry (granted by the Speaker of the House of Commons) to the Press Galleries of the Houses of Parliament. In connection with the Gallery there exists a Press Gallery trust fund to relieve immediate distress on the part of the Gallery members, ex-members and their relatives. Secretary, Martin Herlihy (Reuters); Chairman, E. C. Randolph (Press Association); Vice-Chairman, H. E. Cant (Exchange Telegraph); Hon. Treasurer, J. A. Baker (Times); Members of Committee, W. Barkley (Daily Express), Sir Emsley Carr (Western Mail), P. J. T. Cater (Daily Dispatch), G. Eden (Daily News), C. Fraser (Daily Telegraph), V. Hamson (Official Debates), V. W. A. Harvey (Reuters), E. James (Western Mail), S. Robinson (Press Association), G. Turnbull (Central News), P. S. Ure (The Times).

THE PRESS CLUB, St. Bride's House, Salisbury Square, London, E. C. 4. Established 1882, and now has a membership of over 800. Manager-Secretary, A. Lazenby; President, Lord Riddell; Chairman, A. P. Garland.

SOCIETY OF WOMEN JOURNALISTS. Secretary, Miss G. Burford Rawlings, c/o Writers' Club, 10, Norfolk Street, London, W. C. 2: President, Lady Britain, B. B. E.; Chairman, Mrs. Massey Lyon; Vice-Chairman, Miss Agnes Herbert; Assistant Hon. Secretary, Mrs. A. Scott-Gatty; Hon. Treasurer, Mrs. Henri See; Paris Representative, Miss Helen Colt; Organ of the Society, The Women's Journalist, free to members only.

THE PERIODICAL TRADES PRESS & WEEKLY NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6, Bouverie Street, London, E. C. 4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action, when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. Secretary, E. O. Norton; President, the Rt. Hon. Lord Riddell; Vice-Presidents, the Rt. Hon. Lord Camrose, Sir Edward Iliffe, C.B.E.; Executive Chairman, Percival Marshall; Chairman of the Council of the Trade & Technical Press, Mr. O. N. Chadwyck-Healey (Morgan Brothers (Publishers) L'd.).

NEWSPAPER PRESS FUND, 11, Garrick Street, London, W. C. 2. Objects: To assist by grant or pension members of all branches of the Literary Department of the Newspaper Press, who shall have become members of the fund and their widows and families. Non-members are helped to a limited extent. Founded 1864. Treasurer, Robert Keir; Secretary, Walter Meakin; Auditors, Messrs. Deloitte, Plender, Griffiths & Co.

BRITISH ADVERTISING ASSOCIATIONS

THE ADVERTISING ASSOCIATION, INCORPORATED. (District 14 of the I. A. A.) is a company limited by guarantee and incorporated under the license of His Majesty's Board of Trade as a non-commercial body for the purpose of safeguarding and subserving the common interests of the arts, crafts, trades and professions in Great Britain and Ireland engaged in advertising. President: Viscount Leverhulme; Vice-presidents: Sir J. Gomer Berry, Bart., Lord Riddell, Mr. C. A. McCurdy, K. C., Lt. Col. E. F. Lawson, D.S.O., M.C., Mr. C. Harold Vernon, F.I.P.A. Hon. Treas.: Sir William Crawford, K.B.E., Hon. Sec.: Councillor Fred Shoesmith. Representing affiliated associations: Charles Crane, Sir Francis Goodenough, C.B.E., Lionel G. Jackson, F.I.P.A., Alfred Langley, Philip J. Mead, Andrew Milne, Alderman Chas. Pascall, C.B.E., J.P., S. H. Perren, Edward H. Tillett, Miss E. Maud Woodyard, F.I.P.A. Representing sustaining members: F. P. Bishop, LL.B., Philip Emmanual, H. G. Saward, F.I.P.A., George Scott, Robert Thornberry. General Secretary, G. Russell Chapman, M.B.E., F.I.P.A. Offices, Ludgate House, Fleet Street, E. C. 4.

INSTITUTE OF INCORPORATED PRACTITIONERS IN ADVERTISING, 3-4 Clement's Inn, London, W. C. 2. The Institute was registered in April, 1927, to take over and extend the activities of the British Association of Advertising Agents (Inc.) and includes within its membership almost all the leading advertising agencies in Great Britain and Ireland. It has four classes of membership. Incorporated Practitioners in Advertising, Registered Practitioners in Advertising, Fellows and Associates. Secretary, C. Anstice Brown; President, L. G. Jackson, F.I.P.A. (G. Street & Co., Ltd.); Vice-presidents, James Strong, F.I.P.A. (C. Mitchell & Co., Ltd.), R. J. Sypes, F.I.P.A. (London Press Exchange, Ltd.); Hon. Treasurer, George A. Castle, F.I.P.A. (T. B. Browne, Ltd.); Hon. Secretary, R. Winter Thomas, F.I.P.A. (Winter Thomas Co., Ltd.)

INCORPORATED SOCIETY OF ADVERTISEMENT CONSULTANTS: Ludgate House, 107 Fleet Street, London, E. C. 4. Founded in April, 1910, to support and protect the status and interest of the profession of advertisement consultants. Secretary, William T. Moss; President, Thomas Russell; Vice-President, Commander Henry S. H. Ellis; Council, P. Garfield Blake, Hopton Hadley, Dudley W. Walton, W. Clifford Poulten, C. D. Boltwood.

BRITISH POSTER ADVERTISING ASSOCIATION, 48, Russell Square, London, W.C.1. Registered in 1890. Objects: The publication of an annual directory and a trade journal, and taking of any lawful action the Committee, as the Governing body, may deem desirable to protect and advance the general trade interests of its members. Secretary, Geo. F. Smith, 48, Russell Square, London, W.C.1; President, Mr. William Crompton (Liverpool); Vice-President, Mr. C. W. Gardner (London); Council with above members: Alderman T. P. Fletcher, J.P. (Blackpool), Councillor J. C. Grime, M.B.E., J.P. (Manchester), Mr. J. W. Naake (Nottingham), Councillor Percy Frowen (Abertillery), Mr. Fred Andrews (London), Mr. George T. Mills (Coventry), Mr. Geoffrey Allen (Belfast), Councillor James Bleakley (Bolton), Alderman Chas. Pascall, C.B.E., J.P. (London), Mr. Arthur Taylor (Hull), Sir James Owen, J.P. (Exeter), Mr. Cyril Sheldon (Leeds).

LONDON POSTER ADVERTISING ASSOCIATION, LTD. Registered under the Companies Act as a Trade Protection Association, in 1891. Secretary, Geo. F. Smith, 48, Russell Square, London, W. C. 1: President, Mr. Edward J. Davey.

THE AUDIT BUREAU OF CIRCULATIONS, LTD., Aldwych House, Aldwych, London, W. C. 2. Objects: The securing of accurate circulation figures and data referring to all periodicals and media that sell advertising space, verifying where necessary, attesting, recording and issuing them to duly elected members of the Bureau, in the form of net sales certificates at definite and regular intervals. The Bureau will fix standard forms and methods for ascertaining net sales figures —and in the case of Technical and Trade Journals, accredited free circulation also—of all publications that charge for advertising space. It is hoped also in the future to secure figures relating to area distribution. The aim of the Council is that the standard form of the Bureau shall be the only form of Net Sale Certificate recognized by the Advertiser and the Advertising Agent. Chairman of Council, Thomas Bell (Kodak, Ltd.); Consulting and Advisory Accountant, Sir Gilbert Garnsey, K.B.E., F.C.A. (Messrs. Price, Waterhouse & Co.); Director, Alfred H. Angus, B. Sc. (Vict.) F.I.S.A. Membership subject to election by Council. Open to Advertisers, Advertising Agents, and Publishers. Subscriptions:—Advertisers, flat rate of 5 guineas per annum; Advertising Agents, flat rate of 25 guineas per annum, except for provincial Advertising Agents placing localized campaigns only, 5 guineas per annum; Publishers' subscription graded according to net sales figures. Provincial Newspapers paying at a lower rate than London Newspapers. Subscriptions range from 3 to 350 grs.

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., Aldwych House, Aldwych, London, W.C.2. Object: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, ethical, economical, etc.), and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of the British National Advertisers. Secretary, Alfred H. Angus B. Sc. (Vict.) F.I.S.A. Aldwych House, Aldwych, W.C.2; President, Lord Luke of Pavenham, K.B.E.; Vice-Presidents, Sir Francis Goodenough, C.B.E., Sir Harold Mackintosh, Sir Gilbert Vyle, Lt. Col. H. McDougall, H. J. Bostock, J.P., Jeremiah Colman, J.P., A. W. Fisher, J.P., Edward S. Baron, W. H. Hartley, Austin Reed, G. E. Rowland; Chairman, Thomas Bell; Vice-Chairman, A. L. Wright; Hon. Treas., W. G. Wilsher.

INCORPORATED ASSOCIATION OF RETAIL DISTRIBUTORS, Objects: To provide a central organization for promoting and protecting the interests of distributing shops and stores. To promote or support legislation desirable for protecting the interests of distributing stores, and to oppose any legislation, by-laws or regulations that are considered harmful. To ascertain the law affecting distribution, and to register cases for the information of members, and to obtain for them legal advice upon questions of general importance. To collect and disseminate information upon economic, commercial and labor questions affecting the retail business among members of the association. Secretary E. J. B. Lloyd, 125, Pall Mall, London, S.W. 1; President, Mr. F. J. Marquis, J.P. (Lewis's, Ltd.); Chairman, Frank Chitham (Harrods, Ltd.).

INCORPORATED SALES MANAGERS ASSOCIATION, 101, Great Russell Street, London, W.C.1. Objects: The general discussion and exchange of ideas on engaging, training and managing salesmen, and all other means of sales promotion, with a view to increasing the individual efficiency of its members and the firms they represent. The Association was founded in 1911 and holds regular meetings when problems of sales management are freely discussed and debated. General Secretary, Stanley F. Talbot; President, Sir Francis W. Goodenough, C.B.E.; Chairman, H. Pickup; Vice-Chairmen, Gilbert H. Carr, E. D. A. Herbert, M.A., Wilfred J. Moore; Hon. Treasurer, H. S. Rounce; Hon. Secretary, F. A. J. Harrison. Branches of the Association at Manchester, Bristol, Birmingham, Newcastle, Glasgow, Leeds, Liverpool, Sheffield and Leicester.

BRITISH FEDERATION OF MASTER PRINTERS, 7 to 10, Old Bailey, London, E.C.4. An organization of some 5,000 master (employing) printers in Great Britain. Affiliations to it include kindred organizations in this country and organizations of Master Printers in the British Dominions. The principal objects of this body are to negotiate national agreements on wages and conditions of employment with the trade unions of the printing and allied trades, and to watch and make representations on legislation affecting the interests of its members. Secretary, F. H. Bisset; Assistant Secretary, L. J. Cumner, 7 to 10 Old Bailey, London, E. C., 4; President, H. G. Clarke; Vice-President, E. H. Dennis.

LONDON MASTER PRINTERS ASSOCIATION: Secretary, W. Whyte, 7 to 10, Old Bailey, E.C.4; President, B. Guy Harrison (Messrs. Harrison and Sons, Ltd.); Vice-Presidents, J. Crowlesmith, J.P. of Messrs. Hazell, Watson and Viney, Ltd.; Lt. Col. B. I. Hooper, of Messrs. W. P. Griffith and Sons, Ltd.; Hon. Treasurer, E. C. Austen-Leigh, of Messrs. Spottiswoode, Ballantyne and Co., Ltd.

FEDERATION OF MASTER PROCESS ENGRAVERS, Room 268, Bank Chambers, 329, High Holborn, London, W. C. 1; President, E. W. Hunter; Vice-President, P. J. Bailey; Deputy Vice-President, H. Entwistle; Hon. Treasurer, T. C. Eamer; Secretary, A. E. Dent; Council, G. N. Hunter, W. B. Hislop, A. Knighton, E. H. Atkinson, F. E. S. Perry, J. W. Garner, H. Holdsworth, J. Sid Gilbert, J. Swain, F. W. Thomas, C. W. Harness, A. Craske, H. G. Seaborne, A. Dargavel. Local Associations: **THE NORTHERN COUNTIES ASSOCIATION OF MASTER PROCESS ENGRAVERS**, Chairman, A. Fryers; Secretary, W. A. Nixon, 31, Victoria Buildings, St. Mary's Gate, Manchester. **THE MIDLAND ASSOCIATION OF MASTER PROCESS ENGRAVERS**, Chairman, C. W. Harness; Secretary, D. F. Hopkinson, 313 High Street, West Bromwich. **THE SCOTTISH ASSOCIATION OF MASTER PROCESS ENGRAVERS**, chairman and Hon. Secretary, W. B. Hislop, , Albany Street, Edinburgh

AMERICAN CHAMBER OF COMMERCE IN LONDON, INC., Aldwych House, Aldwych, London, W.C.2. Objects: To further and develop Anglo-American trade in every way possible, with special reference to the specific business interests of its members. Secretary, D. L. Gill; Chairman, Francis E. Powell, Chairman of the International Sugar Council; Hon. Treasurer, T. J. Zimmerman (Shaw Publishing Co., Ltd.); Hon. Secretary, H. S. Goldey (Guaranty Trust Co. of New York); Directors, A. Chester Beatty, F.S.A. (Roan Antelope Copper Mines, Ltd.), H. B. Bovee (Pennsylvania Railroad Co.), Frederic Carroll (Corn Products Co., Ltd.), G. M. Cassatt (President of American Chamber of Commerce in London, 1917–1922), W. C. Church (United Drug Co., Ltd.), Homer H. Ewing (E. I. Du Pont de Nemours & Co.), James H. Gannon (Chase National Bank of City of New York), E. Ogden Ketting (Insull, Son & Co., Ltd.), T. H. McKittrick, Junr., (Higginson & Co.), Walter Mangum (Remington Cash Register Sales Co., Ltd.), Chadwick H. Moore (Moore's Modern Methods, Ltd.), George A. Mower (Sturtevant Engineering Co., ltd.), A. B. Richardson (Cheseborough Mfg. Co., Cons.), A. H. Rowan (Phosphate Export Assen.), James Van Allen Shields (Columbia Graphophone Co., Ltd.), Henry King Smith (City Bank Farmers Trust Co.); 1st Vice-President, William Gourlay (American Express Co., Ltd.); 2nd Vice-President, L. L. Tweedy (Bernard, Scholle & Co., Lt.).

PUBLICITY CLUB OF CARDIFF. Secretary, Leo H. Busay, Asphalt House, S. Gary St., Cardiff; President, John Powell; Chairman, B. J. Bell, A. M. inst. Gas E.; Treasurer, G. Graham Napier.

LONDON CHAMBER OF COMMERCE (Incorporated). Secretary, A. de V. Leigh, M.B.E., M.A., 1, 2 and 3, Oxford Court, and 97, Cannon Street, E. C. 4; President Viscount Leverhulme, D.L., J.P.; Chairman of the Council, Sir Geoffrey Clarke, C.S.I., O.B.E.; Deputy Chairman of the Council, Colonel the Master of Sempill; Treasurer, Sir Edgar C. Sanders.

THIRTY CLUB OF LONDON: President, Lt. Col. E. F. Lawson, D.S.O., M.C., The Daily Telegraph, London; Vice-Pres., Philip Emanuel, 57, Long Acre, W.C.2.; Hon. Treas., Gordon Boggon, 10, New Bridge Street, E.C. 4; Hon. Secretary, Geo. S. Royds, Wellington House, Strand, W.C.2.

PUBLICITY CLUB OF LONDON. Meetings held at the Piccadilly Hotel, London, W.1. Offices, 49 Chancery Lane, London, W.C.2. Objects: To encourage the growth of better advertising, and to assist men and women engaged in the advertising profession to achieve this, for which purposes lectures and debates are provided. Honorary Secretary, Ernest Briggs.

REGENT ADVERTISING CLUB, 19 Buckingham Street, Adelphi, London, W.C. 1. Founded at the Polytechnic in 1931, now has a membership of over 700. Objects: (a) To uphold high standards in advertising; (b) To promote a better understanding of and confidence in advertising; (c) Especially to help and encourage the younger members of the profession in the study of advertising. President, Sir Francis Goodenough, C.B.E.; Vice-Presidents, The Rt. Hon. Lord Leverhulme, Rt. Hon. Lord Luke of Pavenham, K.B.E., Sir Hugo Hirst, Bt., Sir Martin Melvin, Barrington Hooper and H. Gordon Selfridge; Chairman, G. S. Royds; Vice-Chairman, L. J. Cumner; Hon. Treasurer, Gladys Membery; Hon. Asst. Treasurer, Gordon G. Shelton; Hon. Press Secretary, Lawrence M. Crump; Hon. Editor, Dorothy E. Foster; Hon. Librarian, J. Thurston Thrower; Committee, W. Anderson, Esta Eldod, H. K. Fraser, Ivan F. Luckin, A. H. McIsaac, C. W. Morrison, Mary C. Preston, Freda Williams.

PUBLICITY CLUB OF GLASGOW: Secretary, John Fergus, Press Buildings, Hamilton: President, H. D. Todd; Vice-President, J. D. Mitchell; Hon. Treasurer, Robert Wylie; Education Convenor, Robert Wylie; Programme Convenor, J. D. Mitchell; Publicity Convenor, T. A. Fairbairn; Social Convenor, W. T. Williamson.

PUBLICITY CLUB OF LEEDS: Headquarters, The Queen's Hotel, Leeds. Secretary, Fredk. Cook.

ADVERTISING CLUB OF NEWCASTLE-UPON-TYNE AND DISTRICT. Secretary, John S. Stuart, A.S.A.A., 25, Ridley Place, Newcastle-upon-Tyne: President, W. G. Tully; Deputy President, John S. Gavin; Hon. Treasurer, T. Beevers; Hon. Auditor, Wm. M. McCulloch; Hon. Editor, A. R. Victor Jones; Chairman Education Committee, J. Metcalf Philipson; Chairman Social Committee, W. H. Turner.

THE PUBLICITY CLUB OF OXFORD. An independent organization of men and women connected with or interested in the development of advertising. Secretary, Harold Cooper, 55 St. Thomas', Oxford.

MANCHESTER PUBLICITY ASSOCIATION: Headquarters, Trafford House, Peter Street, Manchester. Chairman, Capt. C. Higham; Hon. Secretary, E. A. Pressler; Hon. Treas., W. Y. Knight.

NATIONAL ADVERTISING BENEVOLENT SOCIETY, registered under the Friendly Societies Act, 1896. Established 1913. Hon. Secretary, H. C. Paterson, Esq., 13, Sergeant's Inn, Fleet Street, E. C. 4.

EDITOR & PUBLISHER
INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

FOR the benefit of those engaged in international trade and advertising EDITOR & PUBLISHER herewith exclusively presents a directory of daily newspapers published in the principal cities of foreign countries in all parts of the world. This is the sixth year of publication of the EDITOR & PUBLISHER foreign list.

In large part these listings were prepared by the Bureau of Foreign and Domestic Commerce, United States Department of Commerce. There have been many revisions and corrections, but neither the Department nor EDITOR & PUBLISHER can vouch for the absolute accuracy of all the listings. However, this directory is believed to be correct and more complete than any other directory of foreign newspapers ever published.

KEY TO INTERNATIONAL DIRECTORY

Columns give information in the following order: Name of paper, with representative in the United States, if any; date when established; frequency of issue; language; circulation; average number of pages; page size, in inches, centimeters, or millimeters; class of readers.

***Abbreviations*—MD, morning daily; ED, evening daily; D, daily; W, weekly; M, monthly. Asterisk (*) means issues rate card or that further information is available upon application to the Division of Specialties, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C. Z means further information on request of the publication itself.**

***Circulation*—Black-face figures are audited, usually by a public accountant retained by the publisher; (C) means claimed circulation; (E) before a number means that it is estimated by an outside authority; A, advertising agency; L, local advertiser; R, representative of the United States government; X, other independent source.**

Light-face numbers without reference marks are those claimed by the publisher or his special representative.

***Special representatives*—(U.S.) followed by a numeral refers to the following list of special representatives:**

(U.S. 1) All-American Newspapers' Representatives, Inc., Graybar Bldg., New York City
(U.S. 3) John D. Hamilton Co., Inc., 50 Church St., New York
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(U.S. 8) G. J. M. Simons, 44 Beaver St., New York
(U.S. 9) Luis Zawadsky Corporation, 154 Nassau St., New York
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(U.S. 12) Dwight Haven, 110 East 42d Street, New York

SOUTH AMERICA

ARGENTINA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
AVELLANEDA						
La Libertad	1925	MD—Spanish	15,000	10-12	39 x 52 cm	General.
AYACUCHO						
La Verdad	1905	ED—Spanish	**2,000**	8	30 x 44 cm	General.
BAHIA BLANCA						
El Atlantico	1920	MD—Spanish (E)	10,000 A	8	52 x 38½ cm	All classes.
La Nueva Provincia (U. S. 1)	1898	MD*—Spanish	12,000	16-20	35 x 53½ cm	General.
BUENOS AIRES						
L Accion	1922	ED*—Spanish	25,000 X	12	38 x 57 cm	Al lclasses.
La Argentina	1901	MD—Spanish	50,000 X	16	50 x 35 cm	Laboring class.
Argentinisches Tageblatt	1889	MD—German	23,000 X	14-16	52 x 40 cm	Germans.
El Aviador Mercantil	1898	MD*—Spanish	28,000	32	38 x 29 cm	Commercial.
Herald	1875	MD*—English (E)	20,000	20	56 x 43 cm	English speaking.
Le Calle	1928	MD*—Spanish	75,000	24	51 x 34 cm	Sports.
El Cronista Commercial	1907	MD*—Spanish	30,000	10	17 x 33¼"	Commercial.
Deutsche La Plata Zeitung	1868	MD*—German	45,000	8	51 x 34½ cm	German speaking.
El Dia	1923	ED—Spanish	20,000	10	51 x 36 cm	Sports.
El Diario	1881	ED—Spanish (E)	40,000 X	24	33 x 50 cm	Conservative.
El Diario Espanol	1872	MD*—Spanish (E)	50,000	10-16	57½ x 38½ cm	Spanish.
El Diario Israelita	1914	MD—Hebrew (E)	28,000	12	58 x 38 cm	Jewish.
La Fronda	1919	MD—Spanish (E)	10,000 A	6	52 x 35½ cm	Upper classes.
Giornale d'Italia	1906	MD*—Italian (E)	30,000 A	8	34 x 51 cm	Italians.
L'Italia del Popolo	1917	MD—Italian (E)	50,000	4	51½ x 35 cm	Italians.
Jornada (U. S. 1) (Formerly "Critica.")	1916	ED*—Spanish (E)	300,000	20-24	21¼ x 16"	All classes.
Libertad	1927	MD—Spanish (E)	12,000	4	51 x 34 cm	Working class.
La Nacion (U. S. 11)	1928	MD*—Spanish	**161,666**	32	38½ x 25½ cm	All classes.
La Nacion (U. S. 4)	1870	MD—Spanish	**188,835**	28	46 x 60 cm	Cultured classes.
			219,440 Sunday	54 5		
Las Noticias	....	ED (E)	50,000 A	.....	.....	.....
La Patria Delgi	1876	MD*—Italian (E)	**60,000**	14	65 x 44 cm	Italian.
La Prensa (U. S. 6)	1869	MD*—Spanish	**274,797**	38	44 x 61 cm	All business and social classes.
			395,000 Sundays			
Di Presse	1918	MD—Hebrew (E)	28,000	12-16	53 x 40½ cm	Jewish.
El Pueblo	1900	MD*—Spanish (E)	53,000	12-20	40 x 60 cm	Catholics.
La Razon (U. S. 6)	....	ED*—Spanish	95,000	24	54 x 62	General public.
Standard	1861	MD—English	**15,000**	18-24	53 x 36½ cm	English.
El Telegrapho	1921	ED—Spanish (E)	70,000	16	34 x 50 cm	Middle class.
Ultima Hora (U. S. 9)	1908	ED*—Spanish	90,000	16	38 x 55 cm	All classes.
La Vanguardia	1894	MD*—Spanish (E)	40,000	8	52 x 33 cm	Labor.
Noticias Graficas (U. S. 4)	1931	ED—Spanish	.....	.....	435 x 555 mm	General.
CORDOBA						
El Pais (U. S. 4)	....	MD—Spanish	20,000	.....	17 x 22"	All classes.
Los Principios (U. S. 6)	....	MD—Spanish (E)	30,000	24	16¼ x 21¼"	All classes.
La Voz del Interior (U.S.1)	1904	MD—Spanish	15,000	16	17 x 22"	All classes.
Cordoba (U. S. 7)	....	ED—Spanish	.....	.....	.....	.....
LA PLATA						
El Argentino	1906	ED—Spanish (E)	10,000	12	34 x 49 cm	All classes
El Dia (U. S. 4)	1883	MD*—Spanish	16,800	12	53 x 36 cm	All classes.
La Opinion	1920	ED—Spanish	11,000	12	50 x 80 cm	General public.
La Republica (U. S. 9)	1896	ED—Spanish	.....	8	57 x 40½ cm	.....
MENDOZA						
La Palabra (U. S. 9)	....	ED—Spanish	15,000	8-16	.....	.....
Los Andes (U. S. 1)	1882	MD—Spanish (E)	25,000 A	16	59 x 38½ cm	All classes.
La Tribuna	1922	ED—Spanish	14,000	8	51 x 36 cm	General public.
ROSARIO						
La Accion	1918	MD—ED*Span (E)	35,000 X	10	19¼ x 25½"	Workers.
La Capital (U. S. 1)	1867	MD*—SpEnlt	51,000	20	18½ x 25½"	All classes.
La Cronica	1913	ED—Spanish	14,000	12	.....	General.
Democracia	1926	ED—Spanish (E)	38,000	14	38 x 48 cm	Middle class.
La Provincia	1925	MD—Spanish	25,000	16	55 x 39	All classes.
El Tribuna del Commercio	....	MD—	.....	4	45 x 36 cm	.....
Rosario Grafico (U. S. 7)	....	ED	.....	.....	.....	.....
La Tierra (U. S. 7)	....	MD	.....	.....	.....	.....
Le Republica	1898	MD—	.....	8	43 x 35½ cm	.....
SALTA						
El Civico	1890	ED—	.....	8	58 x 40½ cm	.....
La Provincia	1906	ED—	.....	8	51½ x 37 cm	.....
La Voz del Norte (U. S .9)	1913	MD—	.....	.....	.....	.....
SANTE FE						
La Nueva Epoca	1886	MD—Spanish (E)	10,000	12-16	57 x 37 cm	General.
El Imparcial	....	ED—	.....	12-16	41 x 58 cm	.....
La Provincia (U. S. 11)	....	D	.....	.....	.....	.....
TUCUMAN						
El Orden (U. S. 1)	1883	ED—Spanish (C)	30,000	12-16	15 x 23"	All classes.
La Gaceta (U. S. 6)	1912	MD—Spanish	18,000	8-16	16¼ x 22½"	All classes.

BOLIVIA

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
COCHABAMBA						
El Comercio	1925	MD—Spanish	1,500	8	38 x 55 cm	General.
El Republicano (U. S. 1)	1915	MD—Spanish	2,000	8	50 x 25 cm	General.
El Heraldo (U. S. 9)	....	.....	.....	.....	.....	.....
LA PAZ						
El Diario (U. S. 1)	1904	MD—Spanish	10,500	12	15 x 21"	General.
La Razon	1916	MD—Spanish	6,000	10	51½ x 36 cm	General.
El Norte	....	MD—Spanish	5,000	8-16	13 x 19"	General.
ORURO						
La Patria (U. S. 1)	1919	MD—Spanish	3,000	8	56 x 41 cm	All classes.
SANTA CRUZ						
La Prensa	1916	MD—Spanish	600	4	.....	General.

BRAZIL

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
BAHIA						
A Capital	1926	MD*—Portuguese	.....	8	22 x 16"	All classes.
Diario Da Bahia	1856	MD*—Portuguese	.....	8	24 x 17½"	All classes.
Diario de Noticias	1876	ED—Portuguese.	.....	8	25 x 19"	All classes.
O Impercial	1918	MD—Portuguese.	.....	8	22½ x 15"	All classes.
O Jornal	1925	ED—Portuguese.	.....	4	23 x 15½"	All classes.
A Noite	1925	ED—Portuguese.	.....	8	21 x 12"	All classes.
A Tarde	1915	ED—Portuguese.	.....	8	25 x 17½"	All classes.
Diario Manha	....	MD—Portuguese.	.....	.....	.....	Independent.
Jornal do Recife	....	MD—Portuguese.	.....	.....	.....	Independent.
MANAOS						
Jornal do Commercio	1904	MD—Portuguese.	2,000	4	24 x 18"	General.
O Libertador	1924	MD—Portuguese. (E)	1,500 R	4	18 x 24"	General.
NATAL						
A Republica	1889	MD—Portuguese. (E)	4,500	4	24½ x 18"	General.
PARA						
Estado do Para	1910	MD—Portuguese. (E)	20,000 R	8	24½ x 17"	All classes.
Folha do Norte	1896	MD—Portuguese.	**20,283**	5	22 x 17"	All classes.
Imparcial	1917	ED—Portuguese.	5,000	4	22 x 17½"	All classes.
PARAHYBA						
A Uniao	1891	MD—Portuguese. (E)	6,000 R	4	24 x 18¼"	General.
PERNAMBUCO						
Correio Jornal	1925	ED—Portuguese. (E)	3,000 L	4-8	22¼ x 15"	General.
Diario de Pernambuco	1825	MD—Portuguese. (C)	30,000	14	22½ x 16¾"	Business.
Diario do Estado	1924	MD—Portuguese. (E)	3,000 X	6-8	17¼ x 22½"	Officials.
Jornal do Recife	1857	MD—Portuguese. (E)	18,000 X	8-10	24¾ x 17¾"	General.
A Noite	1918	ED—Portuguese. (E)	4,000	4	22 x 15"	General.
A Noticia	1922	ED—Portuguese. (E)	5,000 L	4	23 x 18"	General.
Diario da Manha	1927	MD—Portuguese.	12,000	16	60 x 43 cm	General.
Diario da Tarde	1928	ED—Portuguese.	.....	6	60 x 43 cm	General.
Jornal Pequeno	1897	ED—Portuguese.	8,000	4-6	17¾ x 24½"	General.
PORTO ALEGRE						
Correio da Tarde	1928	ED—Portuguese.	3,000 L	4	17½ x 24"	Laborers.
Correio do Povo	1895	MD*—Portuguese	30,000 L	16	24½ x 17"	All classes.
Diario de Noticias	1923	MD*—Portuguese	25,000 L	12	22½ x17¼"	All classes.
O Estado do R. G. S	1929	ED—Portuguese.	10,000	.....	.....	.....
Deutsches Volksblatt	1870	ED*—German	8,000	4	56½ x 38½ cm	Average and rural.

(*Continued on page* 248)

La Prensa

of BUENOS AIRES

"South America's Greatest Newspaper"

CIRCULATION:

Largest morning and Sunday circulation of any newspaper printed in Spanish.
Latest audited figures (certified by Price, Waterhouse and Faller)

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Average Sunday circulation - - - - - 421,512

One out of every thirteen inhabitants of the city of Buenos Aires BUYS La Prensa every day.

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LA PRENSA

OF BUENOS AIRES

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(*Continued from page 246*)

BRAZIL—Continued

RIO DE JANEIRO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Correio da Manha	1902	MD*—Portuguese	50,000 A	16	588 x 440 mm	Better class.
Diario Carioca	1928	MD*—Portuguese	15,000 Z	12	60 x 38 cm.	All classes.
O Globo	1925	ED*—Portuguese	60,000 Z	8	548 x 385 mm	All classes.
O Jornal	1919	MD*—Portuguese	65,000 Z	32	548 x 385 mm	Better class and business men.
Jornal do Brasil	1892	MD*—Portuguese	50,000 A	30	546 x 381 mm	All classes.
Jornal do Commercio	1827	MD*—Portuguese	15,000 Z	28	612 x 482 mm	Commercial class.
A Noite	1910	ED*—Portuguese	150,000 Z	8	544 x 387 mm	All classes.
A Patria	1920	MD*—Portuguese	32,000 A	26	600 x 391 mm	Middle class.
Vanguarda	1921	ED*—Portuguese	(E) 20,000	12	560 x 588 mm	Independent.
Diario Noticias	1925	ED*—Portuguese	40,000 C	.....	.....	Independent.
A Batalha	....	ED*—Portuguese	50,000 C	.....	.....	Liberal.
Diario da Noite	....	ED*—Portuguese	50,000 C	.....	.....	Liberal.

SANTOS

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Folha de Santos	1927	ED*—Portuguese	5,000	8	55 x 40 cm.	General.
Gazeta do Povo	1917	ED*—Portuguese	3,500	8-12	40 x 60 cm.	General.
Jornal da Noite	1920	ED—Portuguese	10,000	6	60 x 40 cm.	General.
A Tribuna	1894	MD*—Portuguese	13,000 X	16	40 x 55 cm.	Independent.
Diario de Santos	1872	MD*—Portuguese	3,500	8	59 x 44 cm.	All classes.
Gazeta Popular	1931	ED*—Portuguese	5,000	8	50 x 33 cm.	Chiefly laboring classes.
A Noticia	1922	MD*—Portuguese	5,000	6	50 x 35 cm.	All classes.
A Republica	1918	MD*—Portuguese	3,200	8	55 x 37 cm.	All social classes.

SAO PAULO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
A Capital	1910	ED*—Portuguese	8,300 Z	4-6	20½ x 13"	Largely political.
O Combate	1925	ED—Portuguese	10,000 Z	.....	22 x 15¾"	Independent.
Correio Paulistano	1854	MD*—Portuguese	30,000 A	14	80 x 40 cm.	Gov't supporter.
Deutsche Zeitung	1896	ED*—German	14,000 Z	8	68 x 48 cm.	Germans.
Diario da Noite	1924	ED*—Portuguese	22,000 L	8-12	43 x 62 cm.	Upper classes.
Diario de Sao Paulo	1929	MD*—Portuguese	50,000 Z	20	16 x 22¼"	Business.
Diario Nacional	1927	MD—Portuguese.	678,424 Z	12	18 x 25".	All classes.
Estado de Sao Paulo	1876	MD*—Portuguese	95,000 L	18-32	58 x 42 cm.	All classes.
Fanfulla	1892	MD*—Portuguese	40,000 Z	12	56 x 42 cm.	Italian colony.
Folha da Manha	1924	MD*—Portuguese	(E)37,000	12-16	44 x 33 cm.	General.
A Gazeta	1896	ED*—Portuguese	40,000 A	8	55 x 38 cm.	Politics and sports.
Il Piccolo	1915	MD*—Italian	18,000 Z	8-16	60 x 43 cm.	Italians.
A Platea	1888	ED*—Portuguese	5,000 Z	8	47 x 62 cm.	Business men.
Folha da Noite	....	ED*—Portuguese	30,000 C	.....	.....	Independent.
Diario Popular	....	ED*—Portuguese	10,000 C	....	.....	Independent.

CHILE

ANTOFAGASTA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Industrial	1881	ED—Spanish	4,000 X	8	17 x 21½"	General.
El Mercurio (U. S. 4)	1906	MD*—Spanish	12,000 X	12	14 x 20¼"	General.
El Sol (U. S. 1)	1926	MD—Spanish	9,000 Z	8	38 x 55 cm.	General.

ARICA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Pacifico	1901	MD*—Spanish	3,000	6-8	55 x 42 cm.	General.

CHILLAN

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Discusion (U. S. 1)	1916	MD—Spanish	6,000	10	15 x 21"	All classes.

IQUIQUE

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Nacional	1890	ED—Spanish	3,000 X	8	15½ x 21¾"	All classes.
La Opinion	1928	ED—Spanish	3,500 Z	8	15 5/16 x 21 11/16"	All classes.
La Patria	1891	ED—Spanish	3,500 X	8	15½ x 21¾"	All classes.
La Provincia	1913	MD—Spanish	7,000 X	12	17 x 22½"	All classes.
El Tarapaca (U. S. 6)	1894	MD*—Spanish	6,700 X	8	18 x 22½"	All classes.

CONCEPCION

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Patria	1923	MD*—Spanish	8,000	10	23 x 17¼"	Catholic.
El Sur (U. S. 1)	1882	MD*—Spanish	25,000	14	23 x 17¼"	General.

LOS ANGELES

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Siglo (U. S. 9)	1896	MD*—Spanish	4,000	6	20 x 14"	General.

SANTIAGO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Nacion	1916	MD—Spanish	45,000 Z	24	39 x 57 cm.	All classes.
Los Tiempos	1921	ED*—Spanish	(E) 35,000	24	29 x 39 cm.	All classes.
Las Ultimas Noticias (U. S. 4)	1901	ED—Spanish	(E) 20,000	20	43 x 30 cm.	All classes.
El Diario Ilustrado (U.S. 1)	....	MD*—Spanish	20,000 Z	.....	24½ x 27¼"	Wealthy.
El Mercurio (U. S. 4)	1900	ED*—Spanish	50,000 Z	20	22¾ x 17"	All classes.

TALCA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Dia (U. S. 9)	....	D—Spanish	.....	.....	.....	.....
La Mañana (U. S. 1)	1906	MD—Spanish	5,800	8	20 x 15"	General.
La Zona Central	1921	MD—Spanish	2,500	.....	.....	General.

TEMUCO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Diario Austral (U. S. 1)	1916	MD—Spanish	3,500	12	15½ x 23"	General.
El Heraldo Del Sur	1923	MD—Spanish	4,000	8	24 x 16"	General.

TOCOPILLA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Prensa (U. S. 6)	....	D—Spanish	2,500	6	14½ x 19"	General public.

VALDIVIA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Correo de Valdivia (U. S. 1)	1894	MD—Spanish	9,000	8	16 x 24"	General public.

VALPARAISO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Estrella (U. S. 4)	1921	ED—Spanish	13,000 C	16	42 x 29 cm.	General public.
El Mercurio (U. S. 4)	1827	MD*—Spanish	26,000 C	16	53 x 42½ cm.	General public.
La Union (U. S. 6)	1885	MD*—Spanish	23,000 C	14-16	57 x 40 cm.	General public.

COLOMBIA

BARRANQUILLA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Diario del Comercio (U. S. 1)	1922	ED—Spanish	8,000	8	22½ x 17"	General public.
La Nacion (U. S. 7)	1914	MD*—Spanish	12,500	8	21 x 16"	General public.
La Prensa (U. S. 6)	1927	MD*—Spanish	14,000	12	16½ x 21¼	General public.
El Porvenir	1877	ED—Spanish	5,000	10	14 x 19½"	General.

BOGOTA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Diario Nacional	1915	D—Spanish	3,000 Z	.....	15¾ x 21"	General.
El Espectador (U. S. 4)	1887	ED*—Spanish	8,500 Z	.....	15¾ x 21"	General.
El Nuevo Tiempo	1902	MD—Spanish	3,000 Z	.....	15¾ x 21"	All classes.
El Tiempo (U. S. 1)	1911	MD—Spanish	20,000 Z	.....	15¾ x 21"	High class.
El Debate	1927	MD—Spanish	.....	.....	.....	Upper class.
Mundo al Dia	1924	ED—Spanish	10,000X	.....	24 x 44 cm.	All classes.

BUCARAMANGA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Vanguardia Liberal (U. S. 1)	1913	MD	5,000	.....	6 col. x 20"	General.
El Deber (U. S. 9)	....	D—Spanish	.....	.....	.....	.....

CALI

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Correo del Cauca (U. S. 1)	1903	ED*—Spanish	3,000	.....	.....	All classes.
Relator (U. S. 9)	1914	ED—Spanish	10,000 Z	.....	.....	All classes.

CARTAGENA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Diario de la Costa (U. S. 4)	1916	ED—Spanish	4,000	8	16¾ x 20¼"	All classes.
Mercurio (U. S. 1)	1920	MD—Spanish	2,500 Z	8-16	13½ x 20½"	All classes.

CUCUTA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Trabajo (U.S. 1)	1890	Tri-W—Spanish	.....	.....	.....	.....
Comentarios (U. S. 9)	....	.....	.....	.....	.....	.....

MANIZALES

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Gaceta de Occidente	....	ED—Spanish	5,000	12	11 x 17"	General.
La Patria (U. S. 1)	....	M—Spanish	2,500	8	11 x 17"	General.
La Voz de Caldas	1926	ED—Spanish	2,000	8	14 x 20"	First class.

MEDELLIN

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Colombia (U. S. 9)	1920	ED—Spanish	5,000 Z	6	23½ x 17¾"	General.
El Colombiano (U.S. 11)	1912	MD—Spanish	2,500 L	8	23½ x 17¾"	General.
El Correo de Colombia (U. S. 1)	1913	MD—Spanish	2,500 L	8	22¼ x 17½"	Business.
El Deber	....	MD—Spanish	.....	.....	.....	.....
La Defensa	1919	ED—Spanish	2,500 L	14	19½ x 13¾"	Family.
El Heraldo de Antioquia	1928	MD—Spanish	3,000 L	16	17¼ x 11¼"	General.

PEREIRA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Tribuna (U. S. 1)	1921	ED—Spanish	.....	.....	11 x 18"	General.

ECUADOR

CUENCA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Cronica	1923	MD—Spanish	1,200	4	22 x 14"	General.
El Diario del Sur	1927	MD—Spanish	800	4-6	15 x 22½"	General.
El Mercurio	1924	MD	1,200	4	22 x 14"	General.

GUAYAQUIL

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Prensa	1922	ED—Spanish	5,000	6	21½ x 14½"	General.
El Telegrafo (U. S. 1)	1884	MD*—Spanish	16,330	12	45 x 60 cm.	General.
El Universo (U. S. 4)	1921	MD*—Spanish	15,000 C	8	55 x 42 cm.	General.

QUITO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Comercio	1906	MD*—Spanish	10,000	8	22¼ x 15½"	General publ'c.
El Dia	1913	MD—Spanish	10,000	6	21½ x 14½"	General public.

PARAGUAY

ASUNCION

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Oritica	1929	ED—Spanish	1,900	4	23 x 16"	Better class.
El Diario	1904	ED*—Spanish	6,000	8	17 x 23"	Better class.
El Liberal (U. S. 6)	1911	ED*—Spanish	5,000	8	23 x 16"	Better class.
La Nacion	1925	ED—Spanish	2,500	8	16 x 23"	Better class.
La Opinion	1928	ED—Spanish	4,500	4	23 x 16"	Opposition.
El Orden	1923	ED*—Spanish	4,000	8	17 x 24"	Better class.
La Tribuna	1925	MD—Spanish	3,500	8	23 x 16"	Better class.
La Union	1927	ED—Spanish	5,000	4	23 x 16"	Opposition.

PERU

AREQUIPA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Deber	1928	MD—Spanish	12,000 Z	8-12	17½ x 22½"	All classes.
El Pueblo (U. S. 1)	1901	MD—Spanish	10,000 Z	8-12	22½ x 17¼"	All classes.

CALLAO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Callao	1883	MD—Spanish	3,000	4	18½ x 27"	All classes.
La Sancion	....	MD—Spanish	2,500	6	16 x 22"	All classes.

CERRO DE PASCO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Diario	1927	MD—Spanish	4,000 Z	4-6	13 x 17"	All classes.
El Minero	1896	ED—Spanish	4,000 Z	4-6	12¼ x 17"	All classes.
Los Andes (U. S. 9)	....	.....	.....	.....	.....	.....

CHICLAYO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Tiempo	1918	ED—Spanish	7,000 Z	4-8	17 x 27"	All classes.
Nueva Diario (U. S. 9)	....	D—Spanish	.....	.....	.....	.....

CUZCO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Comercio (U. S. 1)	1896	MD—Spanish	7,500 Z	6-8	17 x 23"	All classes.
El Sol	1901	MD—Spanish	5,800 Z	4-6	17 x 27"	All classes.

LIMA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Tiempo	1915	MD—Spanish	12,000 Z	8	22½ x 15½"	General.
Comercio (U. S. 4)	1839	MD ED—Spanish	25,000 Z	12-16	16 x 22"	All classes.
La Cronica (U. S. 4)	1912	MD*—Spanish	25,000 Z	16-24	17 x 12"	General.
El Mundo	1928	MD*—Spanish	8,000 Z	8	18 x 23"	General.
El Peruano	1838	MD*—Spanish	2,000 Z	4	12⅞ x 17½"	Government official

PIURA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Industria (U. S. 1)	....	MD—Spanish	4,000	.....	62 cm. x 7 cols.	All classes.
El Tiempo (U. S. 9)	....	MD—Spanish	4,200	6	16 x 22"	All classes.

TACNA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Pacifico (U. S. 9)	1901	MD—Spanish	(E) 3,000 X	4	14 x 21"	General public.

TRUJILLO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Industria (U. S. 1)	1895	MD—Spanish	6,000	6-10	15 x 23½"	All classes.
La Libertad	1918	MD—Spanish	4,500	4	15½ x 22½"	All classes.

URUGUAY

MONTEVIDEO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Bien Publico	1878	MD—Spanish	12,000 Z	12	17½ x 24½"	Catholic.
El Dia (U. S. 1)	1886	MD—Spanish	(E) 48,000 A	12	17½ x 25¾"	All classes.
El Diario (U. S. 11)	1917	MD—Spanish	35,000 Z	14	21½ x 15"	All classes.
Diario del Plata (U. S. 4)	1912	MD—Spanish	10,000 Z	12	17½ x 24½"	Better element.
El Diario Espanol	1905	MD—Spanish	4,000 A	8	17½ x 24½"	Spaniards.
El Imparcial (U. S. 6)	1924	ED*—Spanish	25,000 Z	12	18 x 23½"	General.
El Ideal	1919	ED*—Spanish	15,000 L	8	17½ x 25½"	General.
El Nacional	1930	MD*—Spanish	18,000 Z	12	17½ x 24½"	General.
El Justicia	1919	MD—Spanish	12,000 Z	6	16 x 22½"	Socialists.
La Manana (U. S. 11)	1917	MD—Spanish	20,000 Z	16	21½ x 15"	All classes.
El Pais	1918	MD—Spanish	32,000 Z	14	17½ x 22¾"	Opposition.
El Plata (U. S. 4)	1915	ED*—Spanish	18,000 A	12	17½ x 24½"	General.
El Telegrafo	1850	MD*—Spanish	20,000	12	17½ x 24½"	General.
La Tribuna Popular	1879	MD—Spanish	30,000 R	14	15⅝ x 23"	All classes.

VENEZUELA

BARCELONA

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Informacion	....	MD*—Spanish	1,300	4	19 x 13"	.....

BARQUISIMETO

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Eco Industrial	1896	MD—Spanish	.....	4	19 x 13"	Venezuelans.
El Heraldo (U. S. 7)	1912	MD*—Spanish	3,500 C	4	21 x 15½"	All classes.
El Impulso (U. S. 1)	1904	MD*—Spanish	2,500	4	21 x 15"	All classes.

CARACAS

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Esfera (U. S. 7)	1927	MD*—Spanish	15,000 C	4	42 x 56 cm.	Middle class.
Guia Comercial	1924	MD—Spanish	4,000	2	13¼ x 19"	Merchants.
El Heraldo (U. S. 9)	1922	ED—Spanish	10,000 C	4-6	22 x 16"	Urban classes.
Impulso (U. S. 9)	1904	MD—Spanish	12,000 C	16	12¼ x 18"	All classes.
El Nuevo Diario	1913	MD—Spanish	10,000 X	8-12	17 x 23"	Chiefly urban.
La Verdad	1890	ED—Spanish	10,000	4	24 x 17"	Religious.
El Sol	1921	MD&ED—Spanish	12,000 Z	4	18 x 24"	Workers.
El Universal (U. S. 1)	1909	MD—Spanish	15,000 Z	8	17 x 23"	Urban.

CIUDAD BOLIVAR

Name Paper	Estab.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Lechador (U. S. 1)	1906	ED*—Spanish	.....	8	15 x 21½"	General.

(*Continued on page 250*)

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of Buenos Aires

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INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 248)

VENEZUELA—Continued

MARACAIBO

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
La Columna	1923	ED—Spanish	1,500	4	24 x 18¼"	Catholic.
El Excelsior (U. S. 9)	1923	MD—Spanish	3,000	12	18 x 24"	Merchants.
La Informacion (U. S. 1)	1920	MD—Spanish	5,000	12	17 x 22½"	All classes.
El Pais	1928	MD—Spanish	2,000	4	33 x 18¼"	General.
Herald (U. S. 6)	1928	Semi-W—English.	3,200	16	14½ x 20"	English-speaking.
Panorama (U. S. 7)	....	MD—Span.-Eng.	.....	.....	16¼ x 20¼"	English-speaking.

SALVADOR

Diario del Salvador (U .S.1)	1894	ED—	5,000	12	15 x 20½"	General.

VALENCIA

El Cronista	1897	MD—Spanish	7,000	4	19 x 13"	Merchants.

CENTRAL AMERICA

COSTA RICA

SAN JOSE

Correo Nacional	1918	MD—Spanish	1,500 Z	4	19 x 13"	Catholics.
El Mundo	1926	MD—Spanish	3,500 A	8	19 x 13"	All classes.
La Nueva Prensa	1921	ED—Spanish	1,800 A	8	18 x 13"	All classes.
Diario de Costa Rica (U.S.7)	1919	MD—Spanish	8,000 Z	8-16	19 x 13"	All classes.
La Tribuna (U. S. 6)	1920	MD—Spanish	8,000 Z.	8-12	20 x 13"	All classes.

GUATEMALA

GUATEMALA CITY

Diario de Guatemala	1880	ED*—Spanish	8,620	6-12	13½ x 20¼"	General public.
Excelsior	1891	ED*—Spanish	.....	8-16	16½ x 21½"	General public.
El Imparcial (U. S. 1)	1922	ED*—Spanish	7,000	8-24	16 x 20½"	General public.
Nuestro Diario	1924	ED*—Spanish	6,000 Z	8-16	15¾ x 20½"	General public.
Diario de Centro-America	1880	ED—Spanish	4,500	6	13½" x 22¼"	General.

HONDURAS

LA CEIBA

El Diario del Norte	1922	ED—Spanish	1,200(C)	6	15½ x 22"	General public.

SAN PEDRO SULA

El Cuarto Poder	1925	ED—Spanish (E)	2,500 R	8	22 x 32"	General.
El Norte	1921	ED—Spanish (E)	3,000 R	6	24 x 36"	General.
El Nacional (U. S. 7)	....	D—Spanish	.....	.....	11⅛ x 17"	General.

TEGUCIGALPA

El Cronista	1913	ED*—Spanish	4,150	4	20 x 26"	General.
Diario el Sol	1926	ED—Spanish	5,400	4	17¾ x 23½"	Political.
La Tribuna	1927	ED—Spanish	2,000	4	16 x 23"	General.

NICARAGUA

GRANADA

El Diario Nicaraguense	1884	MD*—Spanish (E)	1,600(C)	4	21 x 12"	Largely local.

LEON

El Centro-Americano	1917	MD—Spanish (E)	2,500 L	4-6	22 x 15"	Largely liberal.
El Cronista	1918	MD—Spanish (E)	2,000	4	18 x 12"	Liberal.
Diario de Occidente (U. S. 9)	....	MD—Spanish	.....	.....	16¼ x 22"	General.

MANAGUA

El Comercio	....	MD—Spanish (E)	4,000 L	4	21 x 15"	General.
La Noticia	1915	MD*—Spanish (E)	5,000	8	23 x 17"	Good.
La Prensa (U. S. 1)	1926	MD—Spanish	5,000 L	8-10	23 x 17"	Government.

PANAMA

PANAMA CITY

Panama American (U.S.6)	1925	MD—Eng.-Span.	10,093(C)	16	15 x 21"	English-speaking.
El Heraldo	1925	ED—Spanish	2,500	8	12 x 18"	Panamans.
Diario de Panama (US.1).	1904	ED*—Spanish	4,850	6	17½ x 22½"	Panamans.
Star & Herald and La Estrella (U. S. 4)	1849	MD*—English and Spanish	10,000	16	18 x 23"	All classes.
The Times	1923	ED—Spanish	2,500	8	18 x 24"	General.

SALVADOR

SAN MIGUEL

La Nacion	1923	ED*—Spanish (E)	3,350(C)	4	.....	All classes.

SAN SALVADOR

El Dia	1922	ED—Spanish	3,000	8	20 x 14½"	All classes.
Diario Latino	1890	MD—Spanish	7,500	8	.....	All classes.
Diario Patria (U. S. 9)	1928	MD*—Spanish	8,000	8	16 x 20"	All classes.
La Prensa	1915	ED*—Spanish	10,000	8-24	22 x 17"	All classes.
El Salvadoreño	1925	ED—Spanish	10,000	8	.....	All classes.

MEXICO

AGUASCALIENTES

Diario del Centro (U. S. 5)	....	D—Spanish	3,200	.....	.....	.....
Accion (U. S. 5)	....	D—Spanish	3,000	.....	.....	.....
La Lucha	....	D—Spanish	1,500	.....	.....	.....
El Renacimiento	....	ED—Spanish	5,000 A	4	14⅝ x 27⅛"	General.

CHIHUAHUA

El Correo	1899	ED—Spanish	2,500 A	4	22 x 16"	Average.
La Voz (U. S. 5)	1921	MD*—Spanish	3,000(C)	4	23 x 17½"	Average.
El Heraldo (U. S. 5)	1927	MD—Spanish	3,500(C)	4	18 x 24"	Middle and upper.

DURANGO

Diario (U. S. 5)	1920	MD*—Spanish	3,000	.....	.....	Middle class.
Voz (U. S. 5)	....	Spanish	1,900	.....	16⅝ x 20⅝	.....

GUADALAJARA

Las Noticias (U. S. 5)	1927	Spanish	20,000	6	16½ x 19"	Better classes.
Boletin Diario	1925	MD—Spanish	1,900	4	9¼ x 13"	Merchants.
El Informador (U. S. 5)	1917	MD*—Spanish	27,500(C)	8	22½ x 17½"	Best classes.
El Sol	1922	ED—Spanish	6,000	4	24 x 18"	Middle classes.

GUAYMAS

La Gaceta	1917	ED—Spanish	1,200(C)	4	18 x 25"	General.

HERMOSILLO

El Pueblo (U. S. 5)	....	D—Spanish	2,500 Z	.....	.....	.....

MAZATLAN

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Correo	1921	ED—Spanish	2,000 R	4	12 x 18"	All classes.
El Correo de la Tarde (U. S. 5)	1885	ED—Spanish	5,000(C)	4	16 x 20"	All classes.
El Democrata Sinaloense (U. S. 5)	1919	MD—Spanish	5,000(C)	4	24 x 36"	All classes.

MERIDA

Diario de Yucatan (U.S.5).	1918	MD—Spanish	15,000	.....	23½ x 17½"	Better classes.
La Vos Peninsular	....	D—Spanish	5,000	.....	.....	.....

MEXICO CITY

Boletin Financiero y Minero (U. S. 5)	....	D—Spanish	5,000	.....	12¼ x 16⅝"	.....
El Dia Espanol	....	ED	1,200 Z	.....	.....	.....
El Excelsior (U. S. 5)	1917	MD*—Span.-Eng.	25,000 Z	18	21½ x 18½"	General.
El Sol	....	D—Spanish	50,000(C)	.....	.....	.....
El Universal (U. S. 10)	1916	MD*—Spanish	80,000	18	23 x 18"	General.
El Nacional	....	MD—Spanish	.....	.....	8 col. x 20"	.....
Grafico (U. S. 10)	1928	MD, ED—Span.	38,000 Z	16	15½ x 12"	General.
La Prensa (U. S. 7)	1929	MD—Spanish	50,000(C)		9¾ x 14"	General.
Universal Grafico (U. S. 10)	1921	MD-ED—Span.	20,000(Z)	20	14½ x 10¼"	General.

MONTEREY

El Porvenir (U. S. 5)	1919	MD*—Spanish	8,000	8-12	20½ x 16¾"	Best element.
El Sol (U. S. 5)	1922	ED*—Spanish (E)	15,000	6	22½ x 18"	General.

OAXACA

Mercurio (U. S. 5)	....	D—Spanish	7,000	.....	.....	.....

PACHUCA

El Observador (U. S. 5)	....	D—Spanish	4,500	.....	.....	.....
El Independiente (U. S. 5).	....	Spanish	1,500	.....	.....	.....

PUEBLA

La Opinion (U. S. 5)	....	D—Spanish	6,000	.....	.....	.....

QUERETARO

El Sol (U. S 5)	....	D—Spanish	6,000	.....	.....	.....

SALTILLO

Diario del Norte (U. S. 5).	1918	MD—Spanish (E)	4,200	8	17½ x 22½"	General.

SAN LUIS POTOSI

Accion (U. S. 5)	1921	ED—Spanish	5,000	4	18 x 24"	All classes.

TAMPICO

El Correo (U. S. 5)	1924	ED—Spanish (E)	2,000	4	.....	All classes.
El Mundo (U. S. 5)	1918	MD—Spanish (E)	5,000	8	.....	All classes.
El Diario (U. S. 7)	....	MD—Spanish	.....	.....	14⅛ x 19¼"	All classes.

TORREON

La Opinion (U. S. 5)	1917	MD*—Spanish (E)	5,200	6-8	14½ x 23¾"	All classes.
El Siglo (U. S. 5)	1921	MD—Spanish (E)	9,000	6	22½ x 17¾"	All classes.

VERA CRUZ

El Dictamen (U. S. 5)	1898	MD*—Spanish (E)	10,500	8-12	18 x 24"	All classes.

PORTO RICO

PONCE

Aguila	1902	MD—Spanish	1,500	8	15 x 20"	General.
El Dia	1909	ED—Spanish (E)	5,000	8	15 x 22"	General.
La Tribuno	1925	MD—Spanish	1,200	4	10½ x 16"	Laborers.

SAN JUAN

El Tiempo	1907	ED—Span. and English	8,325 Z	8	15 x 20"	Middle classes.
La Correspondencia	1890	ED—Spanish (E)	14,500	8-12	16 x 21½"	General.
El Imparcial (U. S. 9)	1918	ED-Spanish (E)	8,500	10-12	17 x 24½"	Conservative.
El Tiempo	1906	MD—Span.-Eng.	6,500	8	15½ x 20"	General.
La Democracia	1889	MD—Spanish	10,000(C)	12-16	15½ x 22"	General.
El Mundo (U. S. 1)	1919	MD—Spanish	21,645(C)	14-24	16¼ x 20½"	General.

DOMINICAN REPUBLIC

SANTIAGO

El Diario (U. S. 9)	1902	MD—Spanish	3,000	8-12	22 x 15½"	All classes.
La Information	1915	ED—Spanish	5,000	8-16	22 x 15½"	All.

SANTO DOMINGO

Listin Diario (U. S. 1)	1889	MD*—Spanish	8,900	8-12	17½ x 22½"	General.
Nuevo Diario	1921	ED*—Spanish	2,700	6	11 x 20"	All classes.
Opinion (U. S. 9)	....	ED—Spanish	11,000(C)	.....	8 col. x 20½"	.....

BAHAMAS

NASSAU

The Nassau Guardian	1844	SW—English	3,000	8	18 x 24"	All classes.
The Tribune	1903	SW—English	2,500	8-12	18 x 24"	General

BARBADOS

BRIDGETOWN

Barbados Advocate	1895	MD-exS—English	2,000	18	22 x 17"	Upper and middle class.
Barbados Agricultural Reporter	1862	MD-exS—English	1,000	20	19 x 14"	Upper and middle class.

BERMUDA

HAMILTON

Royal Gazette and Colonist Daily	1828 1866	MD—exS* English	1,800 Summer 2,000 Winter	8	17 x 24"	All classes.

JAMAICA

KINGSTON

Daily Gleaner	1834	MD exS*—English	25,000	24-36	17 x 23"	General Public.

GUADELOUPE

POINT-A-PITRE

Le Nouvelliste	1909	Tri-W—Spanish.	3,000	4	61 x 91 cm	All.

MARTINIQUE

PORT DE FRANCE

Le Cablo	1926	ED-exS—French.	3,000	2	12½ x 19½"	General.

CURACAO

WILLEMSTAD

Boletin Comercial	1907	MD—Dutch	750	4	.....	Merchants, etc.
La Prensa	1929	MD—Spanish	1,000	4	22 x 17½"	All kinds.

TRINIDAD, PORT OF SPAIN

Gazette	1825	MD—English	4,000	12-24	.....	All classes.
Guardian	1917	MD—English	2,500	.....	.....	All classes.

(Continued on page 251)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

WEST INDIES

CUBA

CAMAGUEY

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
El Camagueyano (U. S. 1).	1902	D—Spanish.....	8,000 R	12	15¾ x 20½".....	General.

CIENFUEGOS

El Commercio.....	....	D—Spanish.....	6,000 R	.....	.....	.....
La Correspondencia(U.S.1)	....	D—Spanish.....	12,000 Z	.....	.....	.....

GUANTANAMO

La Voz del Pueblo.....	1899	MD—Spanish....	3,000	4	18 x 24".....	All classes.

HAVANA

El Comercio.....	1843	MD—Spanish....(E)	3,000 R	12	23½ x 16".....	Bankers, merchants etc.
Diario de la Marina(U.S.7)	1832	MD*—Spanish...(E)	40,000 R	28–32	21½ x 17½".....	Commercial, social and general.
Diario Espanol.....	1917	MD*—Spanish...	10,000	10–12	22 x 16".....	Chiefly Spanish merchants.
Evening News.....	1912	ED*—English	Winter 2,500 Summer 1,000	4–6	18 x 24".....	American, British, Canadian and a few Jamaican residents.
Havana American.....	....	D—English...	Winter 6,000 Summer 2,000	12	.....	General.
Havana Evening Telegram	1920	ED*—Eng....	Winter 8,000 Summer 4,000	12	16⅔ x 21".....	English speaking residents of Havana.
Havana Post.....	1897	MD*—English	Winter 20,000 Summer 5,000	12	18 x 21".....	American, English, and foreigners speaking English.
Heraldo Comercial.....	1916	MD*—Spanish...	2,000 A	16	18 x 11".....	Commercial, financial.
Heraldo de Cuba(U. S. 9).	1908	MD & ED—Spanish	49,980(C)	20	17¼ x 21½".....	General public.
Informacion (U. S. 7).....	1931	ED—Spanish....	.....	8	17 x 21½.....	General.
La Lucha.....	1886	MD*—Spanish...	3,000 AR	12	.....	General.
Mercurio (U. S. 9).....	1918	MD*—Spanish...	12,000 Z	8	.....	Merchants, sugar interests.
El Mundo (U. S. 4).....	1901	MD*—Spanish...	45,000 AR	28–32	21½ x 17".....	General.
El Pais-Excelsior (U. S. 10)	1922	MD & ED*—Spanish	45,000 AR	24	21½ x 17".....	General.

MANZANILLO

La Montana.....	1917	ED—Spanish....	2,500	4	18 x 24".....	All classes.
El Tiempo.....	1928	ED*—Spanish...	4,000	4	18 x 22".....	All classes.
La Tribuna.....	1912	MD & ED—Spanish	4,500	8	18 x 24".....	All classes.

MATANZAS

El Imparcial.....	1886	ED—Spanish.....	1,500	6	21 x 17".....	General Public.
El Republicano.....	1900	ED—Spanish....	.....	6	14 x 20".....	General public.

SANTIAGO DE CUBA

La Independencia (U. S. 9).	1871	ED—Spanish....	8,000(C)	8	18 x 21".....	Working class.
La Region.....	1924	ED—Spanish....	7,000(C)	8	22 x 12".....	Working class.
Diario de Cuba (U. S. 1)..	1917	MD—Spanish....	18,000(C)	16–24	17 x 20½".....	All classes.

HAITI

PORT AU PRINCE

La Presse.....	1929	MD—French and English.....	2,800	6–8	48 x 64 cm.....	All.
Haiti.....	1914	MD—French and English.....	2,150	4	18 x 24".....	Merchants.
Le Matin.....	1907	MD—French and English.....	3,500	4	30 x 45".....	Business world, families, politicians.
Le Nouvelliste.....	1896	ED—French and English.....	3,600	4	13 x 20".....	Cultured.

EUROPE

AUSTRIA

GRAZ

Arbeiterwille.....	1889	MD*.....	20,000 A	16	360 x 234 mm....	Laborers.
Grazer Volksblatt.....	1896	MD & ED*.....	9,000 A	12	420 x 280 mm....	Middle class.
Kleine Zeitung.....	1904	MD*.....	36,000 A	12	270 x 210 mm....	General public.

INNSBRUCK

Innsbrucker Nachrichten..	1853	MD*.....	20,000 A	12–24	470 x 310 mm....	Farmers.
Neueste Zeitung.....	1912	ED*.....	20,000 A	4	470 x 310 mm....	Middle class.
Volks Zeitung.....	1892	MD*.....	6,000 A	8	275 x 415 mm....	General public.

VIENNA

Der Abend.....	1915	ED*.....	90,000 A	8–12	252 x 380 mm....	Laborers.
Arbeiter Zeitung.....	1895	MD*.....	100,000 A	12	475 x 630 mm....	Laborers.
Illustrierte Kronenzeitung.	1900	MD*.....	**210,000**	16	315 x 240 mm....	All classes.
Illustriertes Wiener Extrablatt.....	1871	MD*.....	**18,000**	12–26	400 x 280 mm....	General public.
Kleine Volkszeitung.....	1893	MD*.....	**130,000**	16	270 x 204 mm....	Skilled workmen.
Neues Wiener Journal....	1893	MD*.....	110,000 A	16	430 x 285 mm....	Aristocrats.
Neuigkeits Weltblatt.....	1874	ED*.....	40,000	10	230 x 350 mm....	Middle classes.
Reichspost.....	1893	MD*.....	42,000	60	400 x 275 mm....	General public.
Der Tag.....	1922	MD*.....	**40,000**	10	385 x 273 mm....	Middle classes.
Volks Zeitung.....	1854	MD*.....	61,000	12	420 x 272 mm....	Middle classes.
Wiener Morgen Zeitung...	1919	MD*.....	**42,000**	10	420 x 280 mm....	Jews.

BELGIUM

ANTWERP

L'Echo du Soir.....	1921	ED—French.....	16,000	6	17½ x 22¾".....	Financiers.
Gazet.....	1890	MD ED—Flemish	70,000	6	17¼ x 23.2".....	Catholics.
Het Handelsblad.....	1845	MD—Flemish....	25,000	6	18¾ x 24.3".....	Tradesmen.
Lloyd Anversois.....	1857	ED—French.....	13,000	12	15½ x 22½".....	All business.
Le Matin.....	1894	MD—French.....	45,000	12	14.5 x 20.5".....	Middle classes.
La Metropole.....	1894	MD—French.....	27,500	6	18 x 21¾".....	Middle classes.
Morgenpost.....	1920	MD—Flemish...	10,000	6	17 x 23¼".....	Nationalists.
Le Neptune.....	1903	MD—French.....	20,000	12	15 x 21".....	Shipping.
De Nieuwe Gazet.....	1896	MDED—Flemish	40,000	8	14¾ x 23".....	Liberals.
De Scheida.....	1917	MD—Flemish...	20,000	6	16 x 23¼".....	"Frontistes."
Volksgazet (U. S. 6).....	....	D.....	.....	.....	.....	.....

BRUSSELS

La Derniere Heure.....	1906	MD ED*—Fren.	165,000	12	57 x 43 cm.....	All classes.
L'Etoile Belge.....	1850	MD—French....	40,000 A	6	16½ x 24".....	General.
L'Independance Belge....	1830	MD—French.....	20,000 A	8	16½ x 24".....	General.
Het Laatste Nieuws.....	1888	MD ED*—Flem.	142,000 A	14	33½ x 48½ cm...	Separationists.
La Libre Belgique.....	1884	MD ED*—Fren..	90,000 A	16	56 x 41 cm.....	All classes.
Moniteur des Interets Materials.....	1851	ED*—French....	18,000 X	20	35 x 26 cm.....	Business men.
La Nation Belge.....	1917	MD ED*—Fren..	75,000 A	6–16	56 x 39½ cm....	All classes.
Le Peuple.....	1886	MD ED—French.	85,000	6–8	42½ x 60 cm.....	Working class.
Le Soir (U. S. 4).....	1886	MD ED*—Fren..	25,000 A	10–16	62 x 44½ cm....	All classes.
Le Siecle.....	1895	MD ED*—Fren..	30,000 A	12	42½ x 60 cm....	All classes

(Continued on page 253)

EL MUNDO PROVES ITS FAITH IN CUBA—

EL MUNDO — Havana's great morning daily — has recently spent over $600,000 in new buildings and new plant equipment. A Double Sextuple Walter Scott press and fifteen new Linotype machines have been installed. Result — the most modern newspaper plant in Latin America.

A progressive newspaper has made a far-sighted investment. Can Cuban advertisers afford to be less far-sighted?

Cuba has always been a fine market for American merchandise — it will be a greater market with the inevitable trade revival. That is why astute exporters are not suspending their Cuban advertising. Rain or shine, they patiently cultivate Cuban buyers — keep the names of their products before Cuban newspaper readers — maintaining their position until fair weather returns.

Havana, like New York, supports several large metropolitan dailies. These newspapers are the backbone of any Cuban advertising campaign, because they are read not only in the capital, but throughout the entire country. Most important of these to the advertiser is EL MUNDO — "Cuba's most Cuban newspaper". The careful space buyer wishes to invest his appropriation where it will do the most good. There is no substitute for EL MUNDO because no other Havana newspaper enjoys the same dependable following.

The Cubans have faith in EL MUNDO, and EL MUNDO has faith in them.

May we send you a sample copy of "Cuba's most Cuban newspaper"?

U. S. Representatives

S. S. KOPPE & CO., INC.

500 Fifth Ave., New York Tel. PE. 6-0860

PREPARE THE GROUND

THE soil of France is extremely fertile and if the ground is properly prepared your project will surely prosper.

Preparing the ground is our special task. We are the most powerful advertising organization in France. Our seventy branches are at your disposal for a study of your eventual outlets in every section of France, Belgium, Holland, Switzerland, Italy, England, Egypt, Portugal, Austria, Brazil, Morocco, Tunis, and other French colonies.

Our technical services, including the best advertising specialists in Paris, will understand your ideas and accomplish your objects.

The three thousand trained members of our organization will see to the perfect execution of your propaganda.

ONE MAN

will devote his activities exclusively to the proper administration of each one of your accounts.

YOU WILL BE AT HOME WITH US

AGENCE HAVAS

62, RUE DE RICHELIEU PARIS

400 Millions d'Affaires en 1925
600 Millions d'Affaires en 1930

Capital 50 Millions de Francs en 1925
Capital 105 Millions de Francs en 1930

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 251)

CHARLEROI

Name Paper	Estb.	Issued—Language	Cir.	Av. No. Pgs.	Pg. Size	Appeal
Gazette de Charleroi	1877	ED*	50,000 A	6-16	62 x 44 cm	All classes.
Journal de Charleroi (U. S. 6)	1847	ED	30,000 A	6-8	57 x 41 cm	All classes.

GHENT

Gazet von Ghent Vooruit (U. S. 6)	....	D	.....	.....	.....	.....

LIEGE

L'Express	1892	MD*—French	25,000 A	6	17¾ x 24¼"	All classes.
La Gazette	1840	MD*—French (E)	35,000 A	6	17¾ x 21.7"	Catholics.
La Meuse	1899	MD*—French (E)	70,000A	6	16¾ x 23.7"	All classes.
Le Journal	1766	MD*—French (E)	10,000 A	4	17½ x 23½"	Liberal.
La Wallonie (U. S. 6)	1919	MD*—French (E)	40,000 A	8	17 x 23½"	Socialist.

BULGARIA

SOFIA

La Bulgarie	1913	ED—French	6,000	6	15 x 23"	General.
Dnevnik (Daily)	1903	ED—Bulgarian	15,090	2	24 x 16½"	General.
Mir (Peace)	1894	MD—Bulgarian	15,000	4	17 x 22"	General.
Outro (Morning)	1911	MD—Bulgarian	52,000	2	24 x 16½"	General.
Slovo (Word)	1922	ED—Bulgarian	10,202	4	22½ x 16½"	General.
Svobodna Rech	1924	MD—Bulgarian	18,000	4	15 x 22"	General.
Znamo (Flag)	1894	MD—Bulgarian	10,000	2	21 x 15"	Political.
Zora (Dawn)	1919	MD—Bulgarian	24,500	4	21 x 15½"	General.

CZECHOSLOVAKIA

BRNO (BRUEN)

Lidove Noviay	1893	MD & ED* Czech	100,000	16-20	357 x 478 mm	Educated class.
Moravaka Orlice	1862	ED* Czech	12,000	6	280 x 420 mm	Middle classes.
Moravake Noviny	1879	MD*—Czech	85,000	4-6-16	320 x 225 mm	All classes.
Moravake Slovo	....	MD*—Czech	30,000	.....	.....	Socialists.
Morgenpost	1865	MD—German	26,000	8	280 x 410 mm	All classes.
Narodni Neviny	1925	MD—Czech Daily	15,000	.....	.....	Industrialists.
Revnost	1884	MD—Czech	15,000	6-8-12	350 x 220 mm	Workers.
Svoboda	1919	MD*—Czech	30,000	6	315 x 225 mm	Agrarians.
Tagesbote	1850	MD&ED*—Ger.	18,000	18	305 x 480 mm	Educated.

CARLSBAD

Deutsche Tageszeitung, Karlsbader Badeblatt	1859	MD*—German	5,000	8	23½ x 24½ cm	Middle classes.

EGER

Egerer Tagblatt	1846	ED*—German	12,000	8	315 x 470 mm	All classes.
Egerer Zeitung	1846	ED*—German	12,000	8	315 x 470 mm	All classes.

MOR. OSTRAVA

Delnick Denik	1918	MD—Czech	9,000	4-6	410 x 290 mm	Workers.
Duch Gasu	1894	MD*—Czech	15,000	8	420 x 280 mm	Laborers.
Moravskoslessky Denik	1918	MD*—Czech	15,000	16	410 x 620 mm	Tradesmen.
Morgenzeitung und Handelsblatt	1913	MD—German	23,000	14-16	.....	Middle class.

PILSEN (Plzen)

Cesky Denik	1864	MD*—Czech	19,000	8-10	320 x 220 mm	Middle class.
Cesky Smer	1908	MD*—Czech	15,500	8	336 x 222 mm	Workmen.
Nova Doba	....	ED*—Czech	25,000	8-10	280 x 390 mm	All classes.
Pilsner Tagblatt	1900	MD*—German	5,100	4	510 x 340 mm	Industrialists.

PRAGUE

Czech	1875	MD—Czech	10,000	8	28 x 39 cm	Conservative.
Cesko Slovo	1907	MD—Czech	38,000	18	420 x 280 mm	Middle class.
Deutsche Landpost	1919	MD*—German	12,000	8	279 x 120 mm	Agrarians.
Deutsche Presse	1924	MD ED*—Ger.	15,000	.....	.....	All classes.
Deutsche Zeitung Bohemia	1828	MD*—German	30,000	16	32½ x 46 cm	Industry.
Lid	1917	MD*—Czech	54,000	6	315 x 220 mm	Catholics.
Lidove Noviny	1920	MD*—Czech	25,000	8-16	400 x 265 mm	Catholics.
Lidovy Denik	1919	MD*—Czech	200,000	6	330 x 225 mm	Agrarians.
Narod	1860	ED*—Czech	80,000	8-60	510 x 360 mm	Well-to-do.
Narodni Listy	1860	MD*—Czech	65,000	8-60	510 x 360 mm	Well-to-do.
Narodni Osvoboseni	1924	MD—Czech	90,000	16	32 x 47 cm	Intelligentzia.
Narodni Politika	1882	MD*	145,000	.....	.....	All classes.
Neue Morgenpost	1908	MD—German	25,000	6-8	360 x 420 mm	Tradesmen.
Novy 28 Rijen	1919	ED*—Czech	18,000	4-6	32 x 48 cm	Higher class.
Prager Presse	1921	MD ED*—Ger.	30,000	12-20	415 x 280 mm	Commercial.
Prager Tagblatt	1875	ED—German	46,000	18-30	325 x 470 mm	Middle classes.
Prazsky Vecernik	1917	MD*—Czech	12,000	6	315 x 220 mm	Catholics.
Sozialdemokrat	1921	MD—German	11,800	12	290 x 420 mm	Social democrats.
Vecer	1917	ED*—Czech	45,000	4	466 x 310 mm	All classes.
Vecerni Ceske Slovo	1907	ED—Czech	208,000	6	420 x 280 mm	All classes.

DENMARK

AALBORG

Aalborg Amtstidende	1888	ED (E)	18,000	10	15½ x 23"	Agricultural.

AARHUS

Aarhus Stiftatidende	1793	MD	17,000	10	16 x 23½"	General.
Jyllandsposten	1870	MD	23,000	14	16½ x 21½"	Conservative.

COPENHAGEN

Aftenposten	1890	MD	20,097	12	15½ x 23½"	Middle class.
B. T	1915	ED	36,256	20	10½ x 15½	All classes.
Berlingske Tidende (U.S. 4)	1749	MD	69,322	20	15½ x 22½"	General
Borsen	1895	MD	3,500	8	16 x 21½"	Business men.
Dagens Nyheder (U. S. 6)	1870	MD	50,000	10	16 x 24"	Conservatives.
Ferslewske Blade	1870	MD Danish	46,122	18	352 x 573 mm	Middle class.
Social-Demokraten	1871	MD Danish	66,000	12	341 x 532 mm	Workers.
Kobenhavn	1889	MD	.....	12	15½ x 22"	Middle class.
Nationaltidende	1876	ED Danish	9,206	8	15½ x 23"	Nationalistic.
Politiken	1883	MD	79,040	16	15½ x 22½"	All classes.

ESTONIA

TALLINN

Kaja (Echo)	1916	ED—Estonian	15,000	8-12	470 x 315 mm	Conservative.
Paevaleht	1906	ED—Estonian	50,000	12	23 x 18"	All classes.
Revaler Bote	1919	ED—German	5,200	8-10	385 x 250 mm	Political.
Veba Maa	1918	MD—Estonian	60,000	10-12	34 x 50.5 cm	Middle classes.

FINLAND

ABO

Abo Underrattelser	1824	MD—Swedish	21,400	6-8	.....	All classes.

HAMEENLINNA

Hameen Sanomat	1868	MD—Finnish	8,600	4	49 x 57 cm	All classes.

HELSINGFORS

Helsingin Sanomat	1890	MD*—Finnish	35,000	10-28	57 x 45 cm	All classes.
Hufvudstadsbladet	1864	MD*—Swedish	65,000	14	550 x 400 mm	All classes.
Iltalehti	1919	ED*—Finnish	.....	4-8	399 x 510 mm	Middle class.
Suomen Sociali Demokraatti	1918	ED*—Finnish	30,000	8	55 x 40 cm	Workers.
Svenska Pressen	1883	ED*—Swedish	7,000	4	550 x 400 mm	Swedish.
Uusi Suomi (U. S. 6)	1847	MD*—Finnish	45,000	12-28	399 x 510 mm	All classes.

VASA

Ilkka	1906	ED*—Finnish	13,000	6-8	44 x 57 cm	Farmers.
Vasa	1903	ED*—Finnish	14,300	8	.....	Middle class.
Vasabladet	1859	MD*—Finnish	11,000	4	41 x 59 cm	Swedish people.

FRANCE

(Prepared especially for Editor & Publisher International Year Book by Staff Representative. Copyright, 1932, by Editor & Publisher Co.)

Newspaper	Circ.	Line Rates: Annonces (Classified)	Line Rates: Reclames (Display)	Director	Date Estab
ABBEVILLE (Pop. 20,329)					
Pilote	18,500	Frs. 1.50	Frs. 2.00	.....	....
AGEN (Pop. 23,391)					
Independant	8,000	1.75	2.25	M. Pierre	1880
Garonnais	500	1.25	1.60	.....	....
AJACCIO (Pop. 23,392)					
Nouvelle Corse	5,000	0.75	1.50	.....	....
ALBI (Pop. 29,015)					
Tarn Republicain	17,000	0.90	1.20	.....	....
Progres	10,000	1.25	1.25	.....	....
ALGER (Pop. 226,218)					
Depeche & Echo	120,000	8.00	15.00	L. Perrier, J. Gorse	....
Algerie	6,000	1.50	3.00	.....	....
Presse Libre	30,000	3.00	5.50	.....	1936
ALTKIRCH (Pop. 3,680)					
Journal (German)	7,000	2.40	5.25	.....	....
Combination rates with Echos de la Vallee (Munster) and Voix du Rhin (Neuf Brisach).					
AMIENS (Pop. 91,576)					
Progres de la Somme	65,275	2.00	5.00	F. Durotoy	1869
ANGERS (Pop. 86,158)					
Petit Courrier	75,000	3.00	5.00	P. Cardi	1882
Messager & Republicain	17,000	1.50	2.25	.....	....
Presse Angevine	5,000	1.25	2.50	.....	....
Progres et Ami	20,000	0.90	1.75	.....	....
ARBOIS (Pop. 3,085)					
Abeille	3,000	0.75	1.50	.....	....
ARGENTON (Pop. 5,800)					
Journal	3,000	1.20	1.80	.....	....
Combination rate with Progres (Chateauroux) and Journal (Issoudun).					
ARRAS (Pop. 26,000)					
Avenir	10,000	1.50	2.00	.....	....
AUCH (Pop. 11,825)					
Republique	11,000	1.00	1.50	.....	....
AURILLAC (Pop. 17,153)					
Nouvelliste	3,000	0.75	0.90	.....	....
AUTUN (Pop. 14,149)					
Echo	1,450	0.50	0.75	.....	....
AUXERRE (Pop. 21,978)					
Bourguignon	30,000	1.00	2.00	.....	1817
BAYONNE (Pop. 31,436)					
Courrier	8,000	1.50	2.25	J. de l'Espee	1830
Sud Ouest	3,000	1.00	1.75	.....	....
BEAUNE (Pop. 14,000)					
Journal	6,000	1.50	2.00	.....	....
BEAUVAIS (Pop. 19,387)					
Republique de l'Oise	30,000	1.00	2.00	.....	1877
BELFORT (Pop. 40,516)					
Alsace	15,000	2.00	3.00	L. Viellard	1902
Frontiere	20,000	2.00	3.00	.....	....
BESANCON (Pop. 55,652)					
Eclair Comtois	18,000	1.50	3.00	F. Cocar	1903
Petit Comtois	25,000	2.50	4.50	P. Millot	1992
BIARRITZ (Pop. 20,776)					
Gazette	12,000	1.75	2.50	P. Haristoy	1901
BLOIS (Pop. 23,991)					
Avenir	2,500	3.00	6.00	.....	1865
Independant	3,000	0.90	1.25	.....	....
Republicain	10,000	1.50	2.00	M. Bataille	....
Republique	7,000	0.90	1.25	.....	....
BORDEAUX (Pop. 256,026)					
France du Sud	205,000	9.00	12.00	.....	....
Liberte	97,000	4.00	6.00	L'Abbe Peuch	1908
Petite Gironde	265,000	12.00	16.00	M. Gounouilhou	1872
BOULOGNE S/MER (Pop. 55,336)					
Telegramme	80,000	3.00	7.00	.....	1905
BOURG (Pop. 20,364)					
Courrier de l'Ain	18,000	2.00	3.00	L. Sentupery	1819
BOURGES (Pop. 45,942)					
Depeche	40,000	1.50	3.00	J. Fourrier	1892
BREST (Pop. 73,960)					
Courrier	26,200	2.00	5.00	.....	1879
Depeche	75,000	4.00	6.00	E. Perrot	1886
BRIVE (Pop. 21,711)					
Republique	6,200	1.00	1.25	.....	....
CAEN (Pop. 54,128)					
Bonhomme Normand	40,000	2.50	10.00	.....	....
Journal	15,000	2.00	3.00	A. Olivier & M. Caron	....
CALAIS (Pop. 73,001)					
Petite Calaisien	13,000	0.80	1.25	G. Naudin	1887
CANNES (Pop. 31,000)					
Gazette	4,000	4.00	5.00	.....	....
CHALONS S/MARNE (Pop. 31,194)					
Union	16,000	2.50	3.50	A. Lecoissis	1899

(Continued on page 254)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 253)

FRANCE—Continued

Newspaper	Circ.	Line Rates: Annonces (Classified)	Line Rates: Reclames (Display)	Director	Date Estab.
CHALONS S/SAONE (Pop. 31,609)					
Courrier	20,200	1.50	3.00	....	1840
Petit Chalonnais	5,000	2.00	2.75	....	1876
Combination rate with Union (Macon).					
Progres	20,000	1.50	2.50	....	1866
CHARLEVILLE (Pop. 22,634)					
Journal	20,000	2.00	4.00	M. Bureau	1913
Petit Ardennais	50,000	3.00	4.00	G. Corneau	1880
CHARTRES (Pop. 20,000)					
Depeche	27,000	1.75	2.75	....	....
CHATEAUROUX (Pop. 26,566)					
Journal	20,000	1.50	2.00	E. Gaubert	....
Progres	3,000	1.20	1.80	....	....
Combination rate with Journal (Argenton) and Journal (Issoudun).					
CHATELLERAULT (Pop. 21,000)					
Echo	8,500	1.50	2.25	....	....
CHAUMONT (Pop. 16,210)					
Petit Champennois	22,000	3.00	4.50	E. Dessein	1888
Petit Haut Marnais	42,000	3.00	5.00	M. Michaut	1902
CHERBOURG (Pop. 38,054)					
Cherbourg Eclair	25,000	2.00	2.50	....	1889
Depeche	6,200	0.75	1.00	....	....
Reveil	30,000	2.00	2.50	....	1899
CHINON (Pop. 5,349)					
Touraine	8,000	1.00	1.50	....	....
CLAMECY (Pop. 4,959)					
Echo	1,900	1.00	1.50	....	....
CLERMONT-FERRAND (Pop. 111,721)					
Avenir	50,000	3.00	5.00	....	1896
Avenir de Dimanche	35,000	1.65	4.00	....	....
Moniteur	36,539	4.50	5.00	M. Wormser	1856
Moniteur de Dimanche	30,000	4.50	5.00	....	....
Montagne	40,000	2.50	4.50	A. Varenne	1919
Voix Republicaine	10,000	2.00	3.00	....	....
CONSTANTINE (Pop. 78,220)					
Depeche	20,000	2.50	5.00	P. Cuttoli	1908
Republicain	2,500	1.50	2.50	....	1877
COUTANCES (Pop. 6,248)					
Journal	2,000	1.00	1.25	....	....
DIEPPE (Pop. 24,402)					
Eclaireur	4,500	0.75	1.25	....	....
Vigie	15,000	1.50	1.75	....	....
DIGNE (Pop. 6,737)					
Journal	2,000	0.50	0.75	....	....
DIJON (Pop. 78,578)					
Bien Public	25,700	2.00	4.00	Baron Thenard	1851
Progres	50,000	3.00	6.00	Ch. Pelletier	1869
DOLE (Pop. 18,093)					
Action	7,500	1.50	3.00	....	....
Vie Doloise	5,000	1.00	2.00	....	....
DOMFRONT (Pop. 3,956)					
Publicateur	12,200	1.50	2.00	....	....
DUNKERQUE (Pop. 34,748)					
Nord Maritime	15,000	3.00	4.50	L. Burnod	1889
EPERNAY (Pop. 20,000)					
Reveil	6,000	1.00	1.50	....	....
EVREUX (Pop. 18,841)					
Journal	10,300	1.00	2.00	....	....
FECAMP (Pop. 17,165)					
Memorial	2,300	0.60	1.00	....	....
FOIX (Pop 6,165)					
Avenir	1,000	0.75	1.00	....	....
FORBACH (Pop. 10,514)					
Echo	15,000	0.60	1.50	....	....
GRENOBLE (Pop. 85,621)					
Petit Dauphinois & Depeche	202,000	9.00	14.00	M. Besson, M. Bouchet	1876
Republique	45,000	3.00	5.00	L. Poncet	1900
GUERET (Pop. 7,963)					
Messager	8,250	0.75	1.00	....	....
GUINGAMP (Pop. 6,317)					
Presse	8,000	1.20	2.00	....	....
LE HAVRE (Pop. 163,374)					
Echo Liberal	1,300	0.50	0.60	....	....
Havre Eclair	30,000	2.50	4.00	L. Victor Chopart	1904
Petit Havre	43,000	3.50	6.00	....	1880
ISSOUDUN (Pop. 11,893)					
Journal	6,000	1.20	1.80	....	....
Combination rate with Journal (Argenton) and Progres (Chateauroux).					

(Continued on page 256)

EXCELSIOR

The only French illustrated daily newspaper

Daily circulation ***275,000*** *copies*

EXCELSIOR, owing to its artistic presentation, its large photographic documentation and its high class editorship, holds a very special place among the big daily newspapers. It is the most modern and complete of all French newspapers.

EXCELSIOR is extensively read by people having the greatest purchasing power; it is particularly appreciated for the woman and the family. It unites the advertising action of a big daily newspaper with the charm and lasting influence of an illustrated magazine passing from hand to hand.

ADVERTISERS

Will find in *Excelsior* the artistic possibilities which give full value to advertising and bring splendid results.

FOR ALL INFORMATION, APPLY TO: EXCELSIOR, 118, AVENUE DES CHAMPS-ÉLYSÉES, PARIS

facts!

...I should like to establish business relations with this firm, knowing that an advertisement in "L'ILLUSTRATION" is a good reference...

WHEN USING OUR AD-PAGES YOU KNOW WHERE YOU ARE

Circulation verified

" L'ILLUSTRATION " was the first magazine in France to have its circulation verified officially by " *L'Office de Justification des Tirages* " (French Audit Bureau of Circulations); it continues to do so every year. Thus you, a buyer of space, know the exact quantity of " merchandise " you are buying.

206.855 copies throughout 147 countries *(latest control : 1st. May 1931)*

FRANCE. 149.469

OTHER COUNTRIES

Abyssinia	39	Curacoa	7	Haïti	91	Nicaragua	12	Seychelles	9		
Afghanistar	5	Cyprus	7	Haway (I.)	3	Nigeria	13	Siam	32		
Albania	33	Czecho-Sl.	614	Holland	2,225	New Guinea	3	Sierra Leone	9		
Angola	30	Danzig	7	Honduras	10	New foundland	2	Spain	1,971		
Argentine	1,478	Denmark	164	Hungary	353	New Zealand	28	Sp. Morocco	19		
Australia	109	Dominican Republic	26	Italy Somaliland	1	Norway	137	Sp. Guinea	1		
Austria	319	Dutch East Indies	198	Italy	2,118	Nyasaland	3	Sweden	180		
Bahamas	1	Egypt	1,157	Jamaica	2	Orange F.S.	3	Switzerland	3,995		
Belgian Congo	349	Egyptian Sudan	13	Japan	167	Palestine	30	Tanganyika	5		
Belgium	10,306	Equator	47	Kenya	3	Panama	9	Tasmania	1		
Bolivia	32	Eretria	4	Latvia	61	Paraguay	37	Timor	2		
Brazil	1,168	Esthonia	49	Liberia	2	Persia	109	Transvaal	25		
British India	102	Fed. Malay States	11	Libya	4	Peru	70	Trinity	11		
Bulgaria	143	Finland	74	Lithuania	67	Philippines	19	Turkey	694		
Canada	1,361	Gambia	4	Luxembourg	582	Poland	1,788	Uganda	4		
Cape	13	Germany	895	Macao	9	Porto Rico	22	United States	2,996		
Cap Verde I.	5	Great Britain	864	Malacca	16	Port. Col.	109	Uruguay	342		
Ceylon	11	Gold Coast	18	Malta	4	Port. E. Af.	88	U. S. S. R.	59		
Chili	633	Greece	617	Mauritius	120	Port. Guinea	6	Venezuela	104		
China	168	Guatemala	31	Mesopotamia	27	Portugal	1,402	Yugo-Slavia	410		
Columbia	265			Mexico	621	Rhodesia	7	Zanzibar	2		
Costa-Rica	20			Monaco	148	Roumania	2,024	Others	16		
Cuba	158			Natal	13	San Salvador	95				

FRENCH COLONIES AND PROTECTORATES 12.281

Algeria	4,172	Reunion	124
Annam	137	Saint-Pierre & Miquelon	33
Cambodia	141	Senegal	397
Cameroon	146	Guadeloupe	145
Cochin-China	583	Fr. Guiana	39
Commorres	3	Guinea	63
Congo	129	Nigeria	19
Dahomey	59	Ivory Coast	177
French Est. in India	22	Kouang-Tchéou Vang	6
H. Volta	53	Laos	42
Gabun	65	Somaliland	41
Madagascar	427	Sudan	111
Martinique	233	Syria	775
Morocco	2,123	Tchad	7
New Caledonia	135	Togoland	33
New Hebrides	16	Tonkin	472
Oceania	53	Tunis	1,272
Oubangui-Chari	28		

Other facts and figures

" L'ILLUSTRATION " is the oldest illustrated review in France. It was founded in 1843. Immediately after the great war, the number of subscribers was 75,671; it is to-day 177,365; its weekly circulation was 160,000 copies; to-day it averages 210,000; its advertising revenu has increased from 1,280,879 francs to 40,483,554.

Why? Because " L'ILLUSTRATION " keeps to the rule : " Truth in Advertising ", and its readers, knowing that, accept in confidence the arguments which are presented in its columns. Because the beauty of its reproductions, the excellent typography the high moral standing of " L'ILLUSTRATION ", are all maintained in its advertising.

" L'ILLUSTRATION " is a review " de luxe " and its readers have a high purchasing power, but it is a review whose subscription rules put it within the reach of moderate incomes; it thus reaches a very important class of readers who, by their education, have extensive requirements and the means of satisfying them.

At your service

Do you want a specimen, or our booklet "What is L'ILLUSTRATION?" Send in your address and we shall be glad to forward it to you.

L'ILLUSTRATION

The world-wide weekly - 13, rue Saint-Georges, PARIS (9e arrt)

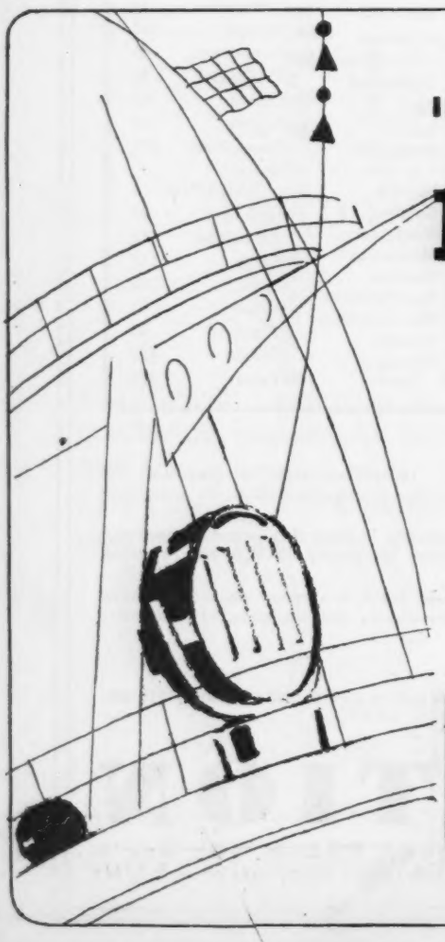
INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 254)

FRANCE—Continued

Newspaper	Circ.	Line Rates: Announces (Classified)	Line Rates: Reclames (Display)	Director	Date Estab.
JOIGNY (Pop. 6,610)					
Republicain	3,200	1.00	1.25	.....	....
LAIGLE (Pop. 5,521)					
Nouvelliste	11,000	1.25	1.75	.....	....
LANGRES (Pop. 10,000)					
Spectateur	14,000	1.00	1.50	.....	....
LAVAL (Pop. 28,099)					
Avenir	19,000	1.50	3.00	.....	....
Mayenne	1,200	0.75	1.00	.....	....
LILLE (Pop. 201,921)					
Depeche & Nouvelliste	125,000	4.00	10.00	.....	1883
Echo du Nord	240,000	8.00	18.00	M. Dubar	1817
La Croix	.....	3.00	7.00	H. Masquelier	1889
Progres	60,000	3.00	7.00	.....	1866
Reveil du Nord	251,000	5.00	12.00	E. Guillaume	1889
LIMOGES (Pop. 98,209)					
Courrier	90,000	4.00	6.00	.....	1851
LOCHES (Pop. 4,652)					
Lochois	10,000	1.50	2.00	.....	....
LORIENT (Pop. 41,592)					
Nouvelliste	32,000	2.00	3.00	M. Ch. Fredouet	1886
Petit Lorientais	6,000	2.00	3.00	.....	....
LOUVIERS (Pop. 10,345)					
Industriel	6,300	1.00	2.00	.....	....
LYON (Pop. 570,840)					
Lyon Republicain	200,000	6.00	12.00	D. Wormser	1867
Nouvelliste & Nouveau Journal	292,000	10.00	18.00	R. Rambaud	1879
Progres	250,000	10.00	20.00	.....	1859
MACON (Pop. 18,207)					
Union Combination rate with Petit Chalonnais (Chalons S/Saone).	32,000	2.00	2.75	.....	1876
LE MANS (Pop. 72,867)					
Echo Regional	55,000	3.50	6.00	.....	1868
Sarthe et Regional	58,000	3.50	6.00	M. Lejeune	1868
MARSEILLE (Pop. 750,000)					
Petit Marseillais	300,000	10.00	12.00	G. Bourrageas	1867
Petit Provencal	225,000	8.00	10.00	P. Carrere	1875
Radical	50,000	2.50	5.00	V. Delpuech	1869
Semaphore	10,000	5.00	7.00	P. Barlatier	1730
Soleil	40,000	3.50	5.00	C. Frese Millaud	1884
MENDE (Pop. 5,785)					
Cevenne Republicaine	3,000	1.50	2.00	.....	....
METZ (Pop. 69,624)					
Lothringer Volkszeitung	80,000	1.25	4.00	M. M. Stoffel & Lowson.	1902
Le Messin	75,000	1.50	4.00	J. Therre	1882
Metzer Freies Journal	40,672	1.25	5.50	.....	1919
Metzer Katholisches Volksblatt	39,000	1.25	4.00	.....	....
MONTARGIS (Pop .12,564)					
Gatinais (2 editions)	40,000	2.65	3.50	.....	....
MONTE CARLO (Pop. 72,000)					
Gazette	12,000	3.50	4.50	.....	1926
MONTLUCON (Pop. 36,114)					
Centre	12,500	1.20	2.50	.....	1842
Combat Social	4,000	0.60	0.80	.....	....
Journal et Echo	7,500	1.00	1.75	.....	....
MONTPELLIER (Pop. 82,819)					
Eclair	200,000	4.00	7.00	A. de Durand	1881
Petit Meridional	200,000	5.00	8.00	G. Soustelle	1876
Le Sud	35,000	5.00	8.00	E. Orliac	1930
MORLAIX (Pop. 13,931)					
Petit Breton	.....	1.50	3.00	.....	....
Phare	4,500	1.25	2.25	.....	....
MOULINS (Pop. 23,306)					
Courrier	6,000	1.50	2.50	.....	1831
Journal	5,000	0.62	1.25	.....	....
Progres	19,000	2.00	4.00	J. Lamy	1908
Petit Progres	4,500	0.75	1.25	.....	....
MULHOUSE (Pop. 99,892)					
Express	8,000	1.25	4.00	.....	1812
Mulhauser Tagblatt & France de l'Este (German-French)	57,476	4.00	10.00	M. Ch. Morice	1880
MUNSTER (Pop. 4,641)					
Echos de la Vallee (German) Combination rate with Journal (Altkirch) and Voix du Rhin (Neuf Brisach).	3,000	2.40	5.25	.....	....
NANCY (Pop. 114,491)					
Est Republicain	120,945	6.00	12.00	V. Rene Mercier	1888
Eclair de l'Est	72,000	4.00	7.00	M. Sordoillet	1905
Impartial	40,000	3.00	4.00	.....	....
MANTES (Pop. 184,509)					
Echo	20,000	1.75	3.50	.....	1919
Ami de la Verite Express du Dimanche Express de la Vendee	90,000	2.50	4.50	.....	....
Phare	100,000	3.00	8.50	M. Portais	1814
Populaire	55,000	2.00	5.00	.....	1873
NEUF BRISACH (Pop. 2,100)					
Voix du Rhin (German) Combination rate with Journal (Altkirch) and Echos de la Valle (Munster).	2,000	2.40	5.25	.....	....
NEVERS (Pop. 29,754)					
Paris Centre	60,000	4.00	5.00	.....	1908

(Continued on page 257)



117e ANNÉE

LE PHARE DE LA LOIRE

Great daily newspaper of Western France. When you arrange your French budget, get this essential assistance; "advice from a professional distributor who will tell you the actual value of advertising media." Your own representatives in the area of circulation influence of the "Phare De La Loire" will give you full information. And you will become a permanent advertiser.

The publication of the "Phare De La Loire" is in charge of the Publicity Company of the West and Center; its headquarters is at Nantes (Loire Infre) 11, rue de la Fosse, and the Paris Bureau is at 2, rue des Colones (place de la Bourse); Phone—Gutenberg 03–13. The Publicity Company of the West and Center also publishes a considerable number of other daily and weekly newspapers; its services are at your disposal.

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 256)

FRANCE—Continued

Newspaper	Circ.	Line Rates: Annonces (Classified)	Line Rates: Reclames (Display)	Director	Date Estab.
NICE (Pop. 184,441)					
Eclaireur	125,000	7.00	14.00	L. Garibaldi	1882
Eclaireur du Soir	20,000	3.00	6.00	.....	1915
Petit Niçois	50,000	5.00	12.00	A. Lejeune	1879
NIMES (Pop. 84,667)					
Journal	12,000	1.00	1.75	.....	....
NIORT (Pop. 38,213)					
Memorial	7,500	1.25	1.50	.....	....
ORAN (Pop. 150,301)					
Echo	67,000	2.00	4.50	.....	1843
ORLEANS (Pop. 70,611)					
France du Centre	35,000	2.00	3.00	F. Chabrouillard	1895
Republicain	50,000	3.00	6.00	Humblot de Gerus	1884
PARIS (Pop. 4,887,503, including suburbs)					
Morning Newspapers					
Action Francaise	80,000	10.00	15.00	M. Leon Daudet	1908
Ami du Peuple	860,000	35.00	60.00	M. J. Roujon	1928
Auto	450,000	18.00	30.00	M. H. Desjranges	1900
Chicago Tribune	35,000	10.00	.....	.....	1917
Comoedia	60,000	10.00	20.00	M. J. de Rovera	1906
Daily Mail	.....	10.00	.....	M. W. L. Warden	1905
Depeche Coloniale	30,000	5.00	7.00	M. Talabard	1892
Echo de Paris	700,000	30.00	40.00	M. Henry Simond	1884
Echo des Sports	160,000	10.00	16.00	M. Y. Breyer	1904
Excelsior	250,000	16.00	30.00	M. de Weeindel	1910
Figaro	100,000	12.00	18.00	M. F. Coty	1854
France Militaire	60,000	6.00	12.00	.....	1879
Humanite	260,000	12.00	18.00	M. M. Cachin	1904
Journal	1,200,000	36.00	46.00	.....	1892
Journee Industrielle	60,000	13.00	20.00	M. C. J. Gignoux	1918
Matin	1,000,000	36.00	46.00	.....	1884
New York Herald	.....	10.00	12.00	Ogden Reid	1887
L'Oeuvre	160,000	12.00	16.00	Henry Raud	1893
Petit Journal	664,500	30.00	40.00	M. Lenicque	1863
Petit Parisien	1,700,000	40.00	55.00	M. P. Dupuy	1876
Quotidien	600,000	18.00	24.00	.....	1923
La Victoire	80,000	5.00	7.00	M. Herve	1915
La Volonte	80,000	8.00	12.00	M. A. Dubarry	1925
Evening Newspapers					
Ami du Peuple	190,000	.....	24.00	M. Martin Mamy	1928
La Croix	240,000	15.00	24.00	.....	1881
Information	105,000	15.00	20.00	M. L. Chavenon	1899
Intransigeant	400,000	14.00	18.00	M. L. Bailby	1880
Journal des Debats	35,000	10.00	15.00	M. E. de Naleche	1789
La Liberte	200,000	10.00	16.00	M. C. Aymard	1864
Paris Midi	70,000	10.00	15.00	.....	1911
Paris Soir	110,000	10.00	18.00	.....	1923
Le Soir	100,000	8.00	12.00	.....	1918
Le Temps	120,000	16.00	20.00	M. M. Chastenet & Mireaux	1861
Illustrated and Literary Papers					
Les Annales (Bi-M)	110,000	Frs. 3,000 per page		M. P. Brisson	1883
Candide (W)	216,000	15.00	25.00	M. Fayard	1924
Dimanche Illustre (W)	500,000	30.00	35.00	.....	1923
Fantasio (Bi-M)	60,000	Frs. 2,000 per page		.....	1906
Gringoire (W)	150,000	14.00	17.00	M. H. de Carbuccia	1928
Illustration (W)	200,000	Frs. 18,500 per page		M. R. Baschat	1843
Je Sais Tout (M)	110,000	Frs. 2,500 per page		Pierre Laffitte	1905
Lectures Pour Tous (Bi-M)	125,000	Frs. 2,600 per page		M. Hachette	1898
Miroir du Monde (W)	60,000	Frs. 5,500 per page		.....	1930
Monde Illustre (W)	68,000	Frs. 4,000 per page		M. J. Stern	1857
Rio et Rac (W)	350,000	15.00	20.00	M. Fayard	1929
Rire (W)	60,000	Frs. 2,000 per page		.....	1894
Vie Parisienne (W)	88,000	Frs. 3,000 per page		.....	1862
Vu (W)	125,000	Frs. 6,000 per page		M. Vogel	1928
Trade and Business Papers					
Bulletin des Halles (D)	30,000	5.00	6.50	.....	1846
Les Echos (W)	20,000	Frs. 3,840 per page		.....	1908
Exportateur Francais (W)	35,000	Frs. 2,500 per page		M. A. Tronc	1915
Journal du Commerce (W)	10,500	4.00	6.00	.....	1918
Moniteur Officiel du Commerce et de l'Industrie (W)	8,000	Frs. 580 per page		M. Ch. Rivet	1882
La Publicite (M)	2,000	Frs. 600 per page		M. Jep	1903
Reussir (Bi-M)	70,000	Frs. 5,000 per page		M. F. Elvinger	1925
Tribune des Voyageurs et Representants de Commerce (M)	34,000	Frs. 870 per page		.....	1907
Vendre (M)	10,000	Frs. 2,500 per page		.....	1923
Industry					
L'Air (Bi-M)	22,000	Frs. 1,800 per page		M. Roche Destrez	1919
Argus de l'Automobile (W)	20,000	5.00	10.00	M. P. Rousseau	1926
Automobile	.....	Frs. 1,600 per page		M. J. Bernadot, G. de Pawlowski	....
Batiment (Bi-W)	11,000	.....	.....	M. Cl. Ferrand	1864
Chimie et Industrie (M)	5,000	Frs. 6,300 per page		M. Jean Gerard	1917
L'Officiel de l'Automobile du Cycle de la Motorcyclette	.....	Frs. 2,000 per page		.....	....
Genie Civil (W)	6,000	Frs. 7,000 per page		M. Dumas	1880
Industrie Chimique (M)	4,500	Frs. 800 per page		M. H. Monnier	1914
Industrie Electrique (M)	.....	Frs. 1,800 per page		.....	1891
Industrie Textile (M)	6,000	Frs. 6,000 per page		.....	1882
Mines & Carrieres (W)	3,500	Frs. 400 per page		M. Veneziani	1921
Omnia (M)	20,000	Frs. 1,900 per page		M. G. Bourrey	1920
Revue Generale de l'Electricite (M)	5,000	Frs. 400 per page		.....	1916
Revue Industrielle (M)	8,290	Frs. 1,250 per page		.....	1871
Revue des Produits Chimiques (Bi-M)	5,500	Frs. 2,350 per page		.....	1898
Revue Textile (M)	5,000	Frs. 6,000 per page		.....	1903
Science et Industrie (M)	5,000	Frs. 2,300 per page		.....	1917
Science et Vie (M)	150,000	Frs. 2,500 per page		M. G. Bourrey	1913
Technique Moderne (Bi-M)	14,000	Frs. 1,000 per page		.....	1908
Usine (W)	15,650	Frs. 1,250 per page		.....	1891
Vie Automobile (W)	12,500	Frs. 1,700 per page		M. Dunod	1904
PAU (Pop. 37,711)					
Independant	30,000	2.50	3.50	.....	1867
Patriote	30,000	2.50	3.50	A. Loustalu	1895
PERIGUEX (Pop. 30,482)					
Avenir	5,000	0.50	0.75	.....	1875
PERPIGNAN (Pop. 68,835)					
Independant	40,000	4.00	8.00	M. Brousse	1867
Verite	8,000	1.00	2.00	.....	....
PHILIPPEVILLE (Pop. 33,808)					
Rusicade	1,200	1.00	2.00	.....	....
POITIERS (Pop. 42,347)					
Avenir	15,000	2.00	none	.....	1872
Journal	15,000	2.00	2.50	.....	1874
Dimanche	8,000	1.50	2.50	.....	....
PONT AUDEMER (Pop. 5,946)					
Echo	10,000	1.20	2.00	.....	....
LE PUY (Pop. 18,488)					
Haute Loire	4,000	1.50	2.00	.....	....
Haute Loire du Dimanche	8,000	2.00	2.50	.....	....
QUIMPERLE (Pop. 8,969)					
Eclair	18,000	1.40	2.10	.....	....
REIMS (Pop. 100,998)					
Eclaireur	77,500	4.00	7.00	P. Marchandeau	1837
Nord Est	40,000	3.00	5.00	G. Bureau	1903
RENNES (Pop. 83,418)					
Ille et Vilaine	.....	1.50	3.00	.....	....
Lettere Quotidienne	5,000	1.50	2.50	.....	....
Nouvelliste	96,000	4.00	7.00	L'Abbe Jallier	1901
Ouest Eclair	225,000	10.00	20.00	M. Artur	1885
Ouest Republicain	25,000	1.40	2.10	.....	....
Province	45,000	2.00	3.50	.....	....
Vie Rennaise	9,000	1.50	3.00	.....	....
RIOM (Pop. 10,435)					
Riom Republicain	1,000	0.45	0.80	.....	....
ROANNE (Pop. 37,752)					
Journal	12,000	1.50	3.00	.....	1865
LA ROCHELLE (Pop. 39,770)					
Courrier	6,000	1.50	2.25	.....	....
Echo	2,100	1.00	1.75	.....	....
ROCHE S/YON (Pop. 14,538)					
Etoile	15,000	1.00	1.50	.....	....
RODEZ (Pop. 14,201)					
Courrier	4,500	0.40	0.60	.....	....
ROUBAIX (Pop. 117,209)					
Journal	100,000	5.00	12.00	.....	1856
ROUEN (Pop. 123,712)					
Depeche	40,000	3.50	6.00	.....	1902
Journal	110,000	3.50	8.00	A. Lafond	1761
ST. BRIEUC (Pop. 26,043)					
Cotes du Nord	72,737	1.50	3.00	.....	....
Electeur	15,000	1.00	1.50	G. Corfee	1877
Moniteur	10,000	2.00	3.50	.....	....
ST. DIZIER (Pop. 15,000)					
Reveil	18,000	1.00	1.50	.....	....
ST. ETIENNE (Pop. 167,967)					
Memorial	60,000	7.00	15.00	P. Bernard	1845
Tribune & Loire Republicaine	249,000	10.00	22.00	A. Guitsburger, M. Bonche	1898
ST. LO (Pop. 10,661)					
Messager	14,000	1.00	2.00	Ch. Barbaroux	1843

(Continued on page 258)

The "Paris Herald"

for prestige—for influence—for sales

The "Paris Herald" should be included in your schedule

BECAUSE

1—It is the complete American newspaper in Europe—edited in the American manner for traveling and resident Americans. Reader interest extremely high.

2—Your advertising in the "Paris Herald" has an element of news. It's a message from home.

3—Being the outstanding source for American news, it is thoroughly read from first to last page—*including the advertisements.*

4—It is read by practically every American traveler and Americans residing all over Europe — plus European bankers, merchants and internationally minded people of influence who are interested in American finance and affairs.

5—In advertising to this group of substantial prospects you are creating vast sales potentialities and earning for your products a prestige that no American publication can create.

6—Your message in the "Paris Herald," read in times of leisure, stamps itself indelibly on the minds of returning Americans and creates home sales.

European Edition of the
New York Herald Tribune

THE NEW YORK HERALD

Published daily in PARIS - *Read all over* EUROPE

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 257)

FRANCE—Continued

Newspaper	Circ.	Line Rates: Announces (Classified)	Line Rates: Reclames (Display)	Director	Date Estab.
SAINTES (Pop. 19,152)					
Independant	6,000	1.50	1.75	.....	1848
Progres	5,000	1.50	2.00	.....	1867
SAUMUR (Pop. 16,000)					
Bonhomme	4,750	1.00	1.50	.....	....
SOISSONS (Pop. 17,865)					
Argus	12,500	1.25	2.25	H. d'Arcosse	1815
STRASBOURG (Pop. 174,492)					
Alsatian group, Presse Reunie	175,000	6.50	15.00	.....	....
Dernieres Nouvelles	140,000	5.00	12.00	M. M. Quillet & Henry	1877
Elsasser Bote	35,000	3.00	8.00	.....	....
TARBES (Pop. 26,535)					
Semeur	3,000	0.80	1.50	.....	....
Semeur du Dimanche	4,525	0.80	1.50	.....	....
TOULON (Pop. 106,331)					
Petit Var	60,000	4.00	5.00	.....	1876
Republique	6,000	2.00	2.50	.....	1893
TOULOUSE (Pop. 180,771)					
Depeche	230,824	10.00	15.00	M. Sarrault	1870
Express	120,000	5.00	7.00	Col. De Franclieu	1891
Telegramme	100,000	4.00	6.00	A. Cuvillies	1894
TOURS (Pop. 77,192)					
Depeche	75,000	3.00	6.00	A. Arrault	1890
Touraine	18,000	2.00	3.00	.....	1880
TROUVILLE (Pop. 6,262)					
Reveil	6,000	0.30	0.60	.....	....
TROYES (Pop. 58,321)					
Petit Troyen	35,000	1.50	3.00	M. Lange	1879
Tribune	24,000	1.95	3.00	N. le Coutour	1900
VANNES (Pop. 22,089)					
Morbihan	.....	1.50	3.00	.....	....
VERDUN (Pop. 12,788)					
Bulletin	13,500	1.75	2.50	.....	1914
VESOUL (Pop. 10,859)					
Union	24,000	2.00	3.00	.....	....
VICHY (Pop. 19,507)					
Depeche	3,000	1.50	2.00	.....	....
Semaine	5,000	1.25	2.00	.....	....
YVETOT (Pop. 7,010)					
Reveil	6,250	0.75	1.00	.....	....

PARIS — U. S. Government Listing

(The following compilation of advertising media in Paris is authorized by the U. S. Department of Commerce, Washington. It was revised up to June, 1930. It is offered to Editor & Publisher readers as supplemental to the list compiled by our own Paris correspondent, also published herewith, with a view to giving additional valuable data to advertisers and agents.—Editor.)

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
PARIS						
L'Action Francaise	1908	MD*—French	225,000	6-8	40 x 54 cm.	The middle and upper classes—royalist element.
L'Ami du Peuple	1928	MD*—French	860,000	6-8-12	56 x 40 cm.	General public.
		ED*—French	200,000	6		
L'Avenir	1918	MD*—French	40,000	4	53 x 39 cm.	Political, commercial and industrial subjects.
La Croix	1880	MD*—French	250,000	6-8	40 x 55 cm.	French Catholics.
L'Echo de Paris	1884	MD*—French	550,000	6-8	558 x 400 mm.	
Les Echos	1928	MD-exS*—French	15,000	4	26½ x 39 cm.	All commercial and industrial interests.
Excelsior	1910	MD—French	.....	6-8	43 x 60 cm.	Wealthy classes and society.
Le Figaro	1854	MD*—French	75,000	8-10	40 x 56½ cm.	Society, agricultural, commercial and industrial.
L'Homme Libre	1913	MD—French	.....	.....	.....	.....
L'Humanite	1904	MD—French	.....	.....	.....	.....
LeBulletin des Halles, Bourses et Marches	1846	MD—French	.....	6	41 x 56 cm.	Gives official prices of cereals, rubber, coffee, etc.
L'Information	1898	ED*—French	**210,000**	12	52½ x 40 cm.	Economic, financial, political.
L'Intransigeant	1880	ED*—French	450,000	12-16	39 x 55 cm.	General public.
Le Journal	1892	MD—French	.....	6-8	508 x 400 mm.	
La Journal Industrielle	1908	MD*—French	60,000	8	41 x 55 cm.	Commercial, industria and agricultural.
La Liberte	1865	ED*—French	100,000	6	56½ x 39½ cm.	Good, general public.
Le Matin	1884	MD*—French	**1,050,211**	6-8	57 x 40 cm.	General public.
New York Herald (European Edition)	1887	MD—English	(Av.)50,000	12-24	39½ x 54 cm.	American and English speaking Europeans.
L'Oeuvre	1910	MD*—French	155,000	8	48 x 33½ cm.	General.
Paris Midi	1910	ED*—French	**110,000**	6-8	54 x 40 cm.	General public.
Paris-Soir	1900	ED*—French	110,000	8	57½ x 40 cm.	General public.
Paris Times	1924	ED-exS*—French	**15,000**	8	56 x 38½ cm.	English-American colony
Neue Pariser Zeitung	1926	SW*—German	10,000	Sat. 14 8-10	26 x 39 cm.	German residents in France, Switzerland, Austria.
Le Petit Journal	1863	MD*—French	**664,485**	6	40 x 54 cm.	Middle & rural classes.
Le Petit Journal Illustro	1890	W*—French	400,000	12	26½ x 32½ cm.	Comparable to American Sunday newspaper supplements — general public — youthful element.
Le Petit Parisien	1878	MD*—French	.....	6-8	44 x 60 cm.	All classes.
Le Peuple	1921	MD*—French	50-55,000	4-6	40 x 57 cm.	Working class — better element.
Le Quotidien	1922	MD*—French	250,000	6	39½ x 56½ cm.	General public.
Le Temps	1861	ED*—French	92,000	8	63 x 47 cm.	Upper middle class.
Le Victoire	....	MD—French	.....	.....	.....	.....

PARIS

HOTEL CONTINENTAL

OVERLOOKING THE TUILERIES GARDENS

The center of Paris social, elegant and historical

Telegraphic - Address
CONTENTAL-PARIS

Same Management:

Hotel Du Lion D'Or, Rheims;
Hotel Continental, Cannes

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
FREE CITY OF DANZIG						
Danziger Allgemeine Zeitung	1848	ED*	6,100 (C)	8	450 x 310 mm	Middle classes.
Danziger Landes Zeitung	1873	ED*	13,500 (C)	10	460 x 340 mm	Middle-Catholic.
The Danziger Neueste Nachrichten	1894	ED*	50,000	16	51 x 34.5 cm	Educated classes.
Danziger Volkstimme	1906	ED*	18,000 (C)	12	45 x 27.5 cm	Laboring classes.
GERMANY						
AACHEN						
Aachener Anzeiger Politisches Tageblatt	1878	MD ED*	10,000	12	374 x 540 mm	Middle.
Aachener Post	1890	ED	19,500	8	475 x 310 mm	Better middle.
Echo der Gegenwart	1818	MD ED*	30,000	8	480 x 330 mm	All classes.
Freie Presse	1919	ED	15,000	8	435 x 280 mm	Working classes.
Der Volksfreund	1894	MD*	30,000	12	485 x 335 mm	Middle classes.
AUGSBURG						
Post Zeitung	1687	MD	10,000	8	510 x 350 mm	Middle classes.
Neue Augsburger Zeitung	1852	MD	40,000	16	510 x 350 mm	Middle classes.
BADEN-BADEN						
Badener Tageblatt	1811	ED	4,600	8	11½ x 17¼"	All classes.
BAMBERG						
Tageblatt	1834	MD	22,900	8-20	415 x 280 mm	General.
Volksblatt	1872	MD	18,500	8-32	420 x 272 mm	Middle classes.
BERLIN						
Allgemeine Zeitung	1921	MD ED	60,000 (C)	10	580 x 420 mm	Conservative.
Berliner Nachtausgabe	1924	ED	180,000 (C)	16	425 x 280 mm	Middle class.
Berliner Blatt	1896	ED	22,000	8-10	280 x 410 mm	Middle class.
Der Berliner Westen	1900	MD	25,000	.....	.....	Independent.
Boersen Zeitung	1855	MD ED	42,500	16	478 x 335 mm	Financiers.
Boerse n-Courier	1867	MD ED	25,000	10	280 x 420 mm	All classes.
"B-Z am Mittag"	1877	MD	197,230 (E)	16	280 x 414 mm	All classes.
Deutsche Allgemeine Zeitung	1861	MD ED	.....	.....	.....	Independent.
Germania	1870	MD ED	40,000 (C)	8	280 x 410 mm	Catholic.
Lokal-Anzeiger	1882	MD ED	250,000 (C)	16	280 x 425 mm	All classes.
Morgenpost	1899	MD	614,000 (C)	16	280 x 414 mm	All classes.
Neue Berliner Zeitung	1919	MD	50,000	12	.....	Democratic.
Neue Preussische Kreuz-Zeitung	1847	MD ED	6,500 (C)	12	280 x 410 mm	Rich.
Die Rote Fahne	1918	MD	(E) 90,000	14	280 x 410 mm	Communistic.
Taegliche Rundschau	1881	MD ED	30,000	16	280 x 410 mm	All classes.
Der Tag	1900	ED	100,000 (C)	.....	425 x 280 mm	National.
Tageblatt	1871	MD ED	.....	16	281 x 412 mm	All classes.
Tageszeitung	1893	MD ED	20,000	10	280 x 410 mm	Farmers.
Tempo	1928	MD	140,000 (C)	.....	.....	Independent.
Uhr Abendblatt	1847	ED	60,000	14	280 x 410 mm	All classes.
Vorwaerts	1883	MD ED	82,000 (C)	14	280 x 410 mm	Social Democrats.
Vossische Zeitung	1704	MD ED	(E) 79,660	16	280 x 410 mm	All classes.
Die Welt am Abend	1922	MD	(E) 150,000	.....	.....	Left.
Zeitung	1895	MD ED	10,000	16	280 x 410 mm	Nationalist.
BIELEFELD						
Westfaelische Neueste Nachrichten	1900	MD*	24,500	20	415 x 282 mm	Better classes.
Westfaelische Zeitung	1811	MD*	23,500	16	420 x 295 mm	Commercial.
BONN						
Deutsche Reichszeitung	1871	MD*	25,000	12	500 x 375 mm	All classes.
General Anzeiger fuer Bonn u. Umgegend	1889	MD	42,000	16	530 x 335 mm	All classes.
BREMEN						
Arbeiter-Zeitung	1921	ED	11,000	10	430 x 270 mm	Laborers.
Bremer Nachrichten	1743	MD	67,000	12	480 x 317 mm	All circles.
Volkszeitung	1890	ED	15,000	12	430 x 281.5 mm	.....
BREMERHAVEN						
Norddeutsche Volksstimme	1889	MD	15,000	.....	.....	Workmen.
Nordwest Deutsche Zeitung	1894	ED	22,000	.....	465 x 320 mm	All classes.
BRESLAU						
Neuste Nachrichten	1888	ED	162,106	30	14 x 20"	All classes.
Schlesische Arbeiterzeitung	1919	MD	42,400	8	18 x 12"	Working classes.
BRUNSWICK						
Allgemeiner Anzeiger	1886	ED—German	45,000	12	425 x 305 mm	Middle classes.
Neuste Nachrichten	1896	ED—German	28,000	16	425 x 296 mm	Educated.
Braunschweigische Landeszeitung	1879	MD—German	22,000	16	425 x 305 mm	Middle class.
Volksfreund	1870	ED—German	19,800	10	470 x 256 mm	Laborers.
CHEMNITZ						
Allgemeine Zeitung	1898	ED*	48,000	20	30.4 x 44.5 cm	Industrial.
Nachrichten	1889	ED*	78,000 A	18	33.5 x 47 cm	Industrial.
Chemnitzer Tageblatt	1848	MD*	22,000 A	14-16	33.5 x 51 cm	Commercial.
COBLENZ						
General-Anzeiger	1880	MD	37,500 A	20	475 x 312 mm	All classes.
Volkszeitung	1872	MD	32,000	16	330 x 540 mm	All classes.
COLOGNE						
Tageblatt	1863	MD ED	33,000	12	420 x 280 mm	Middle classes.
Volkszeitung	1860	MD ED	25,000	4	533 x 375 mm	Catholic.
Zeitung (U. S. 6)	1800	MD ED*	54,000	12	545 x 383 mm	Wealthy.
Rheinische Volkswacht	1885	ED	33,000	22	283 x 420 mm	All classes.
Lokalanzeiger	1891	ED*	40,500	12	425 x 270 mm	Working classes.
Stadtanzeiger fuer Koeln. und Umgebung (U. S. 6)	1876	MD ED*	140,000	30	430 x 280 mm	Middle classes.
DRESDEN						
Anzeiger	1730	MD ED*	61,000 A	12	31.5 x 49.5 cm	Industrial.
Nachrichten	1856	MD ED*—German&Esperanto	37,000	20	31.5 x 48 cm	Industrial.
Neueste Nachrichten	1893	ED*	141,000	16	71.5 x 51.5 cm	Industrial.
Volkszeitung	1879	ED*	40,000 A	16	28 x 43.4 cm	Family paper.
Saechsische Staatszeitung	1846	ED*	5,500	8	31.5 x 48.5 cm	Officials.
Saechsische Volkszeitung	1900	ED	11,500	18	31.5 x 49.5 cm	Family paper.
DUESSELDORF						
Nachrichten	1876	MD ED	100,000	32	295 x 420 mm	All classes.
Stadt Anzeiger	1926	MD*	68,000	18	530 x 375 mm	Good middle.
Tageblatt	1867	MD*	25,000	16	420 x 290 mm	Catholic.
Der Mittag	1920	ED*	70,000	14	530 x 375 mm	Good middle.
ESSEN						
Allgemeine Zeitung	1875	MD ED	50,000	20	455 x 322 mm	Middle.
Anzeiger	1904	MD*	35,000	20	420 x 280 mm	All classes.
Rhenisch-Westfaelische Zeitung	1738	MD ED*	35,000	5	550 x 400 mm	Betterr classes.
FRANKFORT-ON-MAIN						
Nachrichten	1722	MD*	34,500A	12	430 x 280 mm	Middle classes.
Post	1923	MD*	12,000	8-12	440 x 300 mm	Middle class.
Zeitung	1856	MD ED*	68,000	8-20	530 x 350 mm	General.
General Anzeiger	1876	ED	155,000	16-30	478 x 330 mm	Middle class.
Volkszeitung	1870	MD	30,000	8-12	488 x 320 mm	Catholics.
Volksstimme	1889	ED	45,000 A	14	415 x 280 mm	Working classes.
HAMBURG						
Anzeiger	1887	ED*	149,000	14-30	50 x 34 cm	All classes.
Echo	1875	ED*	60,000 A	8-20	520 x 365 mm	Middle classes.
Fremdenblatt (U. S. 6)	1828	MD ED*	150,000	36	520 x 365 mm	Better classes.
Nachrichten	1792	MD ED*	32,000	20	520 x 376 mm	General.
Neueste Nachrichten	1897	MD*	46,000	14	420 x 295 mm	Middle classes.
Acht Uhr Abendblatt	1921	ED*	30,000	12-44	420 x 280 mm	Good class.
Volkszeitung	1918	ED*	42,000 A	8-12	520 x 365 mm	Workers.
HANOVER						
Landesszeitung	1866	ED	33,000	12-16	420 x 280 mm	Middle classes
Volkszeitung	1880	MD	55,000	.....	.....	Middle classes.
Anzeiger	1892	ED	111,000	20	47 x 33 cm	Well-to-do.
Kurier	1849	MD	55,000	20	435 x 283 mm	Wealthy citizens.
Tageblatt	1851	MD	72,000	24	330 x 470 mm	Well-to-do.
Niederdeutsche Zeitung	1922	ED	15,000	10-16	32 x 47 cm	Well-to-do.
Volkswille	1889	ED	32,600	12-16	280 x 425 mm	Workmen.
HEIDELBERG						
Tageblatt	1882	ED	25,000	14-16	11¾ x 17"	Middle class.
HEILBRONN						
Neckar Zeitung	1744	ED-exS	18,000	8-10	12¼ x 17¾"	Middle class.
KIEL						
Neueste Nachrichten	1894	ED*	71,359	20-40	425 x 300 mm	All classes.
Zeitung und Handelsblatt	1864	MD*	14,000	16-24	310 x 455 mm	Middle classes.
KOENIGSBERG						
Allgemeine Zeitung	1875	MD ED*	(E) 45,000 A	12	47 x 33.5 cm	All classes.
Tageblatt	1897	MD*	(E) 20,000 A	8-12	47.5 x 33.7 cm	Middle classes.
Volkszeitung	1892	ED	(E) 15,000 A	8-12	47 x 32 cm	Workers.
Ostpreussische Zeitung	1849	ED	(E) 10,000 A	12	42 x 30 cm	Higher class.
LEIPZIG						
Abendpost (U. S. 6)	....	D	30,000	.....	440 x 290 mm	.....
Neueste Nachrichten (U. S. 6)	1892	D*	180,000	.....	440 x 290 mm	.....
Volkszeitung	....	D	40,000	.....	425 x 288 mm	.....
Neue Zeitung	....	D	125,000	16	420 x 300 mm	.....
Saechsische Arbeiterzeitung	....	D	30,000	.....	425 x 290 mm	.....
MUNICH						
Bayerische Zeitung	1892	MD*	55,000 A	6-12	460 x 324 mm	Better middle.
Bayerischer Kurier	1856	MD*	35,000	10-24	470 x 300 mm	Catholic.
Augsburger Abendzeitung	1609	ED*	30,000 A	20-30	420 x 293 mm	Better middle.
Nachrichten	1848	MD*	140,000	24-30	465 x 350 mm	General paper.
Post	1886	MD*	35,000 A	8-30	405 x 290 mm	Workmen.
Zeitung	1892	MD*	110,000	16-32	460 x 324 mm	Better middle.
Neue Freie Volkszeitung	1872	MD*	30,000	14-16	420 x 270 mm	General.
Neues Tageblatt	1876	MD*	45,000	8-16	470 x 360 mm	Catholic.
NUREMBERG						
Fraenkischer Kurier	1833	MD*	60,000 A	16-32	460 x 320 mm	Better classes.
Zeitung	1804	MD*	80,000	16-30	425 x 280 mm	General.
Fuerther Morgenpresse	1880	MD*	10,000 A	16	.....	Republicans.
STUTTGART						
Schwaebischer Merkur	1785	D	18,000	.....	11½ x 16"	Middle class.
Neues Tageblatt	1843	D	70,000 A	20	12½ x19'	Middle class
Sueddeutsche Zeitung	1913	.....	48,000	16	11 x 16½"	Industry.
WILHELMSHAVEN						
Tageblatt	....	MD	6,500	.....	425 x 280 mm	Middle classes.
Zeitung	....	MD	15,000	.....	417 x 280 mm	Middle classes.
GIBRALTAR						
El Anunciador	1885	ED—Spanish	(E) 1,000 X	4	21½ x 15½"	General.
El Calpenee	1868	ED—Spanish	(E) 900 X	4	25 x 16½"	General.
Chronicle and Official Gazette	1801	ED—English	(E) 800 X	4	20 x 13"	General.
GREECE						
ATHENS						
Akropolis	1881	MD—Greek	(E) 36,000	8	17 x 24⅝"	All classes.
Eleftheron Vima	1922	MD—Greek	(E) 50,000	4-6	16 x 24"	All classes.
Elliniki	1924	MD—Greek	(E) 33,000	8	17 x 26"	All classes.
Empros (Forward)	1896	MD—Greek	(E) 16,000 Z	4-6	15½ x 22"	Middle class.
Eleftheros	1930	MD—Greek	65,000 Z	8	.....	Middle class.
Esperini	1900	ED—Greek	(E) 15,000 Z	6-8	14¼ x 16"	Middle class.
Estia	1876	ED—Greek	11,000 A	4	15 x 20½"	Upper middle class.
Ethnos	1913	ED—Greek	30,000 Z	4-6	15½ x 22"	Upper middle class.
Hahgtanak	1924	MD—Armenian	1,000 A	4	12¼ x 17¾"	Commercial and working classes.
Helleniki	1924	MD—Greek	25,000 Z	4-6	15¼ x 24¼"	Working and middle classes.
Imerisios Typos	1927	MD—Greek	18,500	8	17 x 24"	All classes.
Kathimerini	1918	MD—Greek	38,000 Z	4-6	15¾ x 22½"	Middle class.
Le Messager d'Athenes	1875	MD—French	4,000 Z	4	13 x 20"	European.
Nor Or	1923	MD—Armenian	3,500 A	4	12¼ x 17½"	Armenian colony.
Patris	1927	MD—Greek	22,000(C)	8	17 x 23½"	All classes.
Proeia	1925	MD—Greek	40,000(C)	8	17 x 23"	Commercial.
Risospastis	1917	MD—Greek	12,000(C)	4	15 x 21"	Labor.
Vradyni	1920	MD—Greek	15,000(C)	6	14 x 20½"	All.
SALONIKI						
Alik	1923	MD—Armenian	(E) 1,000 X	4	12½ x 18¼"	Middle class.
Efimeris ton Valkanion	1918	MD—Greek	(E) 3,500 X	4	23 x 17¼"	All classes.
Makedonia	1908	MD—Greek	(E) 9,000 X	4-8	23½ x 18½"	All classes.
Makedonika Nea	1923	MD—Greek	(E) 7,000 X	4-8	17¼ x 16½"	All classes.
Phos	1914	MD—Greek	(E) 12,500	4-6	24½ x 17¼"	All classes.
Tachydromos Voriou Elados	1920	MD—Greek	(E) 11,000	.....	.....	All classes.
HUNGARY						
BUDAPEST						
Az Est	1910	ED*—Hungary	160,000	16-20	22.4 x 36 cm	All classes.
Budapesti Hirlap	1881	D—Hungary	35,000	16-32	26.8 x 41 cm	Intellectuals.
Friss Ujsag	1894	MD—Hungary	80,000	8-16	24 x 36 cm	Laborers.
Magyarsag	1921	D—Hungary	50,000	16-18	26 x 41.1 cm	High class.
Magyarorszag	1893	ED—Hungary	90,000	20-24	22.4 x 36 cm	All classes.
Nemzeti Ujsag	1919	D—Hungary	45,000	16-24	28 x 41 cm	Middle class.
Nepszava	1872	D—Hungary	70,000	12-24	23.4 x 35 cm	Laborers.
8 Orai Ujsag	1915	ED—Hungary	44,000	12-16	26 x 41 cm	All classes.
Pesti Hirlap	1878	D—Hungary	120,000	24-32	24 x 36 cm	All classes: national circulation.
Pesti Naplo	1849	D—Hungary	120,000	24-72	22.8 x 35.5 cm	All classes.
Uj Lap	1901	ED—Hungary	20,000	6-8	32 x 50 cm	Labor class.
Ujsag	1901	MD—Hungary	100,000	16-48	28 x 41 cm	Middle class.

(*Continued on page 260*)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued on page* 259)

ITALY

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
BOLOGNA						
L'Avvenire, d'Italia	1892	MD—Italian	40,000 A	8	23½ x 17¼"	Catholic.
Il Carlino della Sera	....	ED—Italian	20,000 A	6	23 x 16½"	General public.
Resto del Carlino	1885	MD—Italian	100,000 A	8	23 x 16½"	General.
FLORENCE						
La Nazione	1859	MD—Italian	80,000	8	22¾ x 16½"	General public.
Nuovo Giornale	1905	ED—Italian	30,000	6	22¾ x 16½"	General public.
FIUME						
La Vedetta d'Italia	1919	MD—Italian	5,500	4	35 x 52 cm.	All classes.
GENOA						
Caffaro	1875	MD—Italian	30,000	6	15¼ x 21¼"	General.
Il Cittadino	1872	MD—Italian	30,000	6	16¼ x 22"	Low class.
Giornale di Genova	1922	MD—Italian	60,000	6	16½ x 22"	Good general class.
Il Secolo	1884	MD—Italian	60,000	6	16⅝ x 21¾"	Good.
LUCCA						
Il Popolo Toscano	1920	MD—Italian	10,000 A	6	16½ x 22½"	All classes.
MANTOVA						
La Voce di Mantova	1920	MD—Italian	15,000	4	22¼ x 16½"	Country people.
MESSINA						
L'Eco della Sicilia e delle Calabrie	1922	MD—Italian	13,000	4	18 x 24"	Professional men.
Gazzetta di Messina e delle Calabrie	1862	MD—Italian	8,000	4	16½ x 23"	Professional men.
MILAN						
L'Ambrosiano	1922	MD—Italian	110,000 A	6-8	58 x 49 cm.	Better classes.
Corriere Della Sera	1875	MD—Italian	400,000 R	6-8	23½ x 17"	All classes.
Il Secolo, La Sera	1866	ED—Italian	90,000	6	23 x 16½"	All classes.
NAPLES						
Corriere di Napoli	1878	ED—Italian	25,000	4	16 x 23"	General public.
Il Mattino	1891	MD—Italian	130,000	6	16 x 23"	General.
Il Mezzogiorno	1917	MD—Italian	80,000	6	17 x 23"	General.
Roma	1865	ED—Italian	60,000	6	16 x 23"	General public.
PALERMO						
Giornale di Sicilia	1860	MD ED—Italian	60,000	6	17 x 24"	All.
Giornale L'Ora	1899	MD ED—Italian	25,000 A	6	17½ x 23¾"	All.
Sicilia Nuova	1924	MD ED—Italian	12,000(C)	6	17 x 23"	All.
PARMA						
Corriere Emiliano	1925	MD—Italian	10,000 A	8	22½ x 16½"	General.
Gazzetta di Parma	1860	MD—Italian	20,000 A	4	22 x 15¾"	General.
ROME						
Il Giornale d'Italia	1900	ED*—Italian	80,000 R	.....	415 x 575 mm.	General.
Il Lavoro Fascista	1926	MD—Italian	70,000(C)	6-10	34 x 60 cm.	All classes.
Il Messaggero	1878	MD*—Italian	150,000 R	.....	550 x 400 mm.	General.
Il Piccolo	1911	ED*—Italian	80,000 R	.....	415 x 575 mm.	All classes.
Il Popolo di Roma	1923	MD*—Italian	50,000 R	.....	415 x 575 mm.	All classes.
Il Tevere	1923	ED*—Italian	30,000 R	.....	410 x 595 mm.	All classes.
La Tribuna	1882	ED*—Italian	75,000 R	.....	530 x 385 mm.	All classes.
TRIESTE						
Il Piccolo	1881	MD—Italian	80,000	6	59½ x 42½ cm.	All classes.
Il Piccolo della Sera	1881	ED—Italian	40,000	4	59½ x 42½ cm.	All classes.
Il Popolo di Trieste	1919	MD—Italian	30,000	6	60 x 40 cm.	Industrial.
TURIN						
La Gazzetta del Popolo	1848	MD ED—Italian	150,000	8	17 x 21"	All classes.
La Stampa	1866	MD ED—Italian	200,000	8	17 x 21"	All classes.
VENICE						
Gazzetta di Venezia	1742	MD—Italian	40,000 R	16	16½ x 22¾"	Good.
Il Gazettino	1887	MD—Italian	100,000	6	22 x 16"	Labor.

LATVIA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
LIBAU						
Kurzemes Wahrds	1917	ED—Lett (E)	6,000 A	6	15¼ x 21¼"	Middle classes.
Strahdneeku Awise	1919	MD—Lett (E)	7,000 A	4	14½ x 21½"	Radical classes.
RIGA						
Jaunakas Sinas	1911	ED—Lett (E)	88,000 A	12	12½ x 18½"	All classes.
Rigasche Rundschau	1869	ED—German (E)	15,000 A	8-10	13¾ x 21"	All classes.

LITHUANIA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
KOVNO						
Lietuva	1919	ED—Russian (E)	2,000 X	4	20 x 13¾"	Intellectual.
Lineva	1919	ED—Lithuanian (E)	10,000 X	6	18½ x 12½"	Business.
Lietuvos Zinios	1909	ED—Lithuanian (E)	6,000 X	4	12½ x 19"	All classes.

MALTA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
VALETTA						
Chronicle	1880	MD—English	6,000	18-20	16¾ x 11¾"	General.
Malta	1883	ED—Italian	1,000	4	23¼ x 17"	Maltese and Italians
Herald	1904	ED—Eng. & Ital.	3,500	6-8	20 x 15"	General.

NETHERLANDS

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
AMSTERDAM						
De Courant-Het Nieuws Van Den Dag (U. S. 6)	1803	ED—Dutch	257,000	10-12	16¼ x 21½"	General.
De Telegraaf (U. S. 6)	1892	MD ED—Dutch	119,000	10-12	16¼ x 21½"	General.
Het Volk (U. S. 6)	....	ED—Dutch	.....	.....	.....	Social-Democrats
ARNHEM						
Volksblad (U. S. 6)	....	ED—Dutch	.....	.....	.....	Social-Democrats
ENSCHEDE						
Volksblad (U. S. 6)	....	ED—Dutch	.....	.....	.....	Social-Democrats.
GRONINGEN						
Volksblad (U. S. 6)	....	ED—Dutch	.....	.....	.....	Social-Democrats.
THE HAGUE						
De Avondpost	1885	ED—Dutch (E)	.....	6-10	40 x 55 cm.	Middle class.
Haagsche Courant	1883	ED*—Dutch (E)	70,000	16-24	57 x 38 cm.	All classes.
De Rotterdamer	1903	ED—Dutch	27,000	14	21 x 16"	Middle.
Voruit (U. S. 6)	....	ED—Dutch	.....	.....	.....	Social-Democrats.
LEEUWARDEN						
Volksblad (U. S. 6)	....	ED—Dutch	.....	.....	.....	Social-Democrats.
ROTTERDAM						
Dagblad van Rotterdam	1878	ED*—Dutch	45,000	10-24	15 x 18¾"	Middle class.
De Maasbode	1868	MD ED—Dutch	40,000	12-16	54 x 40 cm.	General.
Nieuwe Courant	1843	MD ED—Dutch (E)	45,000 A	8-24	45 x 60 cm.	General.
Nieuwsblad	1878	ED—Dutch	100,000 A	20-24	56 x 40 cm.	Middle Class.
Voorwaarts (U. S. 6)	1920	ED—Dutch	40,000	12-16	14½ x 20½"	Organized labor.

NORWAY

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
BERGEN						
Arbeidet	1893	ED—Nor'g	11,000	6-8	500 x 336 mm.	Labor.
Aftenblad	1765	ED Nor'g	14,000	8-16	500 x 350 mm.	Conservative.
Arbeiderblad	1927	ED Nor'g	12,000	8	500 x 250 mm.	Labor.
Bergens Tidende	1868	ED Nor'g	30,000	21	500 x 355 mm.	Middle.
Dagen	1919	ED Nor'g	12,000	8-16	505 x 360 mm.	Middle.
Morgenavisen	1902	MD* Nor'g	11,500 C	16	480 x 350 mm.	Middle.
OSLO						
Aftendenposten	....	ED	80,000(C)	.....	.....	All.
Dagbladet	1858	MD & ED	15,000(C)	8-16	39.5 x 55 cm.	Middle and upper.
Morgenbladet	1819	MD	22,000(C)	10-12	40 x 60 cm.	Conservative.
Norges Handels og Sjofart-stidende	1889	ED	21,000	10	480 x 400 mm.	Financial.
Tidens Tegn (U. S. 4)	1910	MD	50,500	.....	.....	.....
Nyheds-Og Averissemente-Blad	1861	MD* Nor'g	50,000(C)	16	.....	All.

POLAND

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
KATOWICE						
Kattewitzer Zeitung	1869	MD—German (E)	25,000 A	8	420 x 280 mm.	German.
Polonia	1924	ED—Polish (E)	25,000 A	10	410 x 280 mm.	General.
POSEN						
Oziennik Posnanski	1858	MD—Polish (E)	15,000 A	8	480 x 335 mm.	General.
Kurjer Posnanski	1906	MD ED—Polish (E)	35,000 A	4-6	400 x 270 mm.	General.
Posoner Tageblatt	1862	MD—German (E)	10,000 A	6	310 x 280 mm.	German.
WARSAW						
A. B. C	1926	ED—Polish (E)	15,000 A	8	410 x 285 mm.	General.
Express Poranny	1922	MD—Polish (E)	45,000 A	4	480 x 330 mm.	General.
Gazeta Poranna	1774	MD—Polish (E)	20,000 A	10	400 x 270 mm.	General.
Glos Codzienny	1926	MD—Polish (E)	25,000 A	4	415 x 280 mm.	Working classes.
Glos Prawdy	1926	MD—Polish (E)	15,000 A	6	480 x 330 mm.	General.
Hajnt	1909	MD—Yiddish (E)	25,000 A	6	475 x 330 mm.	Orthodox Jew.
Kurjer Czerwony	1922	ED—Polish (E)	40,000 A	4	480 x 330 mm.	General.
Kurjer Polski	1897	MD—Polish (E)	6,000 A	10	420 x 300 mm.	General.
Kurjer Poranny	1877	MD—Polish (E)	40,000 A	6	400 x 344 mm.	General.
Kurjer Warszawski	1820	MD Ed—Polish	MD 25,000	6	355 x 250 mm.	General.
			ED 40,000	18-24		
Der Moment	1910	MD—Yiddish (E)	30,000 A	12	480 x 343 mm.	Orthodox Jewish.
Nasz Przeglad	1923	MD—Polish (E)	25,000 A	10	415 x 280 mm.	Jewish.
Robotnik	1895	MD—Polish (E)	6,000 A	6	460 x 300 mm.	Working classes.
Rzeczpospolita	1919	MD—Polish (E)	12,000 A	8	410 x 295 mm.	General.
Warszawiamka	1924	MD—Polish (E)	6,000 A	4	390 x 260 mm.	General.

PORTUGAL

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
LISBON						
Diario de Lisboa	1920	ED—Portuguese (E)	20,000 X	8	11½ x 16"	Better class.
Diario de Noticias	1864	MD—Portuguese (E)	130,000 X	8	18 x 25½"	All classes.
O Seculo	1880	MD—Portuguese (E)	90,000	8-10	16 x 23"	All classes.
OPORTO						
O Commercio do Porto	1854	MD—Portuguese	26,500 (C)	6-8	44½ x 59 cm.	Commercial.
Jornal de Noticias	1887	MD—Portuguese	45,000 (C)	6-8	53 x 36½ cm.	General.
O Primeiro de Janeiro	1868	MD—Portuguese (E)	40,000	6-16	64 x 45 cm.	All classes.

THE AZORES

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
PONTA DELGADA (St. Michaels)						
Correio dos Acores	1920	MD—Portuguese	2,300	2	28 x 18"	General.
Diario dos Acores	1870	ED—Portuguese	3,000	2	22½ x 16"	General.

MADEIRA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
FUNCHAL						
Diario da Madeira	1912	MD—Portuguese	2,500	4	20⅜ x 14½"	General.
Diario de Noticias	1873	MD—Portuguese	5,700	4	21 x 14¾"	General.
O' Journal	1926	MD—Portuguese	1,500	.....	20½ x 14½"	General.

ROUMANIA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
BUCHAREST						
Advarul	1888	ED—Rumanian (E)	50,000 X	4-6	570 x 400 mm.	All classes.
Argus	1910	MD*—Rumanian and French (E)	25,000 X	6-12	570 x 400 mm.	Business.
Cuvantul	1924	MD*—Rumanian	18,500	4-8	570 x 400 mm.	All classes.
Dimineata	1904	MD—Rumanian (E)	100,000	12	490 x 400 mm.	All classes.
Lupta	1921	MD—Rumanian (E)	30,000 X	4-6	570 x 400 mm.	All classes.
Universul	1884	MD*—Rumanian (E)	150,000 X	6-12	570 x 400 mm.	All classes.
Vutorul	1907	ED—Rumanian (E)	20,000 X	4-6	570 x 400 mm.	Middle classes.

SPAIN

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Size: Page Size	Reader Influence
BARCELONA						
El Dia Grafico	1912	MD*—Spanish (E)	65,000 A	26	20¼ x 13½"	General public.
Diario de Barcelona	1792	MD*—Spanish	25,000	40	12½ x 9¼"	Well-to-do.
El Diluvio	1858	MD*—Spanish	80,000	40	33 x 24 cm.	Workers.
La Noche	1912	ED*—Spanish (E)	20,000 A	16	20½ x 13½"	General public.
Las Noticias	1896	MD*—Spanish	65,000	12	52½ x 40½ cm.	General public.
El Noticiero Universal	1888	ED*—Spanish	60,000	24	18 x 13½"	General public.
La Publicitat	1877	MD*—Catalan	35,000	12	53 x 39 cm.	All classes.
La Vanguardia	1881	MD*—Spanish	180,000	40	14 x 19"	General public.
La Veu de Catalanya	1890	MD &ED*—Catalan	40,000	16	60 x 44 cm.	General.
BILBAO						
El Norvion	1890	ED—Spanish	19,000	6	52½ x 40 cm.	All classes.
El Noticiero	1875	MD—Spanish	50,000	8-10	36½ x 47 cm.	All classes.
El Pueblo Vasco	1910	MD*—Spanish	20,000	10-12	490 x 353 mm.	All classes.
La Tarde	1914	ED*—Spanish	20,500	6	51 x 40 cm.	All classes.
CADIZ						
El Noticiero Gaditano	1919	ED—Spanish	8,000	4	60 x 80 cm.	General.
GRANADA						
El Defenser de Granada	1882	MD&ED*—Spanish	14,000	4-6	22 x 16¾"	All classes.
MADRID						
A B C	1904	MD*—Spanish	225,000	32	12 x 9"	Better class.
El Debate	1910	MD*—Spanish	82,000	6	24 x 18"	General.
La Epoca	1848	ED*—Spanish	30,000	4-6	24 x 18"	Better class.
Heraldo de Madrid	1889	ED*—Spanish	70,000	6	24 x 18"	Popular.
Las Informaciones	1922	ED*—Spanish	75,000	8	24 x 18"	General.
El Liberal	1878	MD*—Spanish	83,000	6	24 x 18"	Popular.
La Libertad	1910	MD*—Spanish	95,000	8	21 x 15"	General.
La Nacion	1925	ED*—Spanish	105,000	8	24 x 18"	General.
El Sol (U.S. 6)	1917	MD*—Spanish (E)	50,000	8	24 x 18"	Better class.
La Vos (U. S. 6)	1920	ED*—Spanish (E)	85,000	8	24 x 18"	General.
MALAGA						
La Union Mercantil	1880	MD*—Spanish (E)	3,000 A	12-18	41 x 29½ cm.	All classes.
Diario de Malaga	1919	ED—Spanish	7,000	4	550 x 385 mm.	All classes.

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

SPAIN—Continued

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
OVIEDO						
El Carbayon	1870	MD*—Spanish	11,000	8	47½ x 36 cm	General.
Region	1923	MD*—Spanish	15,000	16	30 x 42 cm	General.
La Voz de Asturias	1922	MD*—Spanish	15,000	8	41 x 82 cm	General.
SAN SEBASTIAN						
El Pueblo Vasco	1902	MD*—Spanish	22,000	12	53 x 38 cm	All.
SEVILLE						
El Correo de Andalucia	1899	MD*—Spanish (E)	10,000 L	6	17¾ x 24"	Conservative.
El Liberal	1900	MD ED*—Span' (E)	30,000 L	6	17 x 24"	General.
El Noticiero	1892	MD ED*—Span' (E)	20,000 L	8	16½ x 23½"	Business men, intellectuals.
La Union	1919	MD ED*—Span' (E)	25,000 L	20-32	10 x 13¾"	General.
VALENCIA						
La Correspondencia	1877	ED—Spanish (E)	6,000	6	45 x 60 cm	All classes.
Diario de Valencia	1911	MD*—Spanish (E)	11,800	8	57 x 40 cm	Catholics.
El Mercantil	1871	MD*—Spanish (E)	22,000	8	62 x 50 cm	All classes.
Las Provincias	1865	MD—Spanish (E)	12,000	8	43 x 60 cm	All classes.
El Pueblo	1893	MD—Spanish (E)	8,000	6-8	44½ x 62 cm	Republicans
La Vöz Valenciana	1916	ED—Spanish (E)	7,000	6	56 x 45 cm	All classes.
MELILLA (Spanish Morocco)						
La Cronica	1922	ED—Spanish (E)	7,500 A	8	44 x 31 cm	All classes.
El Popular	1915	ED*—Spanish (E)	8,000 A	4-6	22½ x 16 cm	All classes.
El Telegrama	1902	MD*—Spanish (E)	12,000 A	4-6	62 x 88 cm	All classes.
TETUAN (Spanish Morocco)						
El Eco de Tetuan	1860	ED*—Spanish	3,000 A	4	55 x 77 cm	All classes.

SWEDEN

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Page Size	Reader Influence
GOTHENBURG						
Tidningen	1902	MD	29,680	8	575 x 390 mm	All classes.
Handelsoch Sjofartstidning	1832	ED	44,423	22	57½ x 39 cm	All classes.
HELSINGBORG						
Dagblad	1886	MD*	9,400	12	570 x 385 mm	Well-to-do.
Posten	1887	ED*	13,000	12	570 x 360 mm	General.
SkanskaSocial-Demokraten	1907	MD*	14,200	10	350 x 510 mm	Workers.
STOCKHOLM						
Aftonbladet	1830	ED*	27,732	12-24	42 x 52 cm	Best classes.
Arbetaren	1911	MD*	27,000	8	35.5 x 55 cm	Working classes.
Dagens Nyheter (U.S. 4)	1864	MD*	118,000	22-32	52 x 42 cm	All classes.
Social Demokraten	1885	MD*	52,900	16	52 x 42 cm	Social Democrats.
Dagblad	1824	MD*	40,112	32	30 x 40 cm	Well-to-do.
Tidningen	1889	MD*	115,872	16-20	60 x 45 cm	All classes.
Svenska Dagbladet (U.S.6)	1883	MD*	87,057	20	58 x 42 cm	Educated.
Svenska Morgonbladet	1890	MD*	37,457	10-20	52 x 36 cm	All classes.

SWITZERLAND

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Page Size	Reader Influence
GENEVA						
Courrier de Geneva	1866	MD—French (E)	4,500 A	6	11.2 x 16.9"	All classes.
Feuille d'Avis	1816	MD*—French		6-12	19 x 12"	All classes .
La Genevois	1875	MD—French (E)	5,000 A		11 x 16.9"	All classes.
Journal de Geneve	1829	MDED—French (E)	15,000 A	8	11.8 x 17.7"	High class.
La Suisse	1897	MD—French (E)	30,000 A	8	11 x 18"	Middle class.
Tribune de Geneve	1878	MD&ED—Fren (E)	40,000 A	8	16½ x 21.6"	All classes.
LAUSANNE						
Feuille D'Avis	1762	MD—French (E)	42,000 A	24	12.8 x 19.3"	Popular.
Gazette	1789	MD—French (E)	15,000 A	4-8	17.9 x 23.4"	High class.
Tribune	1893	MD—French	12,000 A	6	12.8 x 19.3"	All classes.
LUCERNE						
Neueste Nachrichten	1897	ED—German (E)	11,800 A	8	12¼ x 19"	Progressive.
Tagblatt	1852	ED—German (E)	12,350 A	12	13½ x 19½"	Democratic.
Vaterland	1834	ED—German (E)	14,700 A	4-8	14½ x 20½"	Conservative.
NEUCHATEL						
Feuille D'Avis	1738	MD—French (E)	12,500 A	6-8	23 x 15"	All classes.
Le Suisse Liberale	1864	MDED—French (E)	4,000 A	4-6	21.2 x 14.1"	Wealthy.
ZURICH						
Daily Grutlianer	....					
Daily Kampfer	....					
Neue Zeitung	....					
Neue Zuricher Zeitung	....					
Tagblatt de Stadt Zurich	....					
Tageszanzeiger	....					
Volksrecht	....					
Volkszeitung	....					
Zuricher Post	....					

TURKEY

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Page Size	Reader Influence
CONSTANTINOPLE						
Aksam	1918	ED—Turkish	11,000	4	25 x 19"	Merchants.
L'Akcham	1924	ED—French	5,000	4	56 x 42 cm	Merchants.
Astarar	1923	MD—Armenian	7,500	4	22 x 16"	All classes.
Jamanak	1908	ED—Armenian	7,000	4	22 x 16"	Merchants.
Journal D'Orient	1917	MD—French	4,000	4	18 x 24"	Business.
Jumhuriyet	1923	MD—Turkish	18,000	6	18 x 24"	Intellectuals
Milliyet	1926	MD—Turkish	14,000	6	19 x 25"	Merchants.
Nor Lour	1914	ED—Armenian	4,500	4	16 x 22"	All classes.
La Republique	1925	MD—French	4,800	4	18 x 24"	Intellectuals
Son Saat	1924	ED—Turkish	12,000	6	17 x 25"	Popular.
Stamboul	1875	ED—French	5,000	4	55 x 42 cm	Intellectuals.
Vakit	1917	ED—Turkish	7,000	6	18 x 24"	Mixed.
SMYRNA						
Ahenk	1894	ED—Turkish	1,800	4	15½ x 22½"	All classes.
Anadolou	1923	MD—Turkish	3,500	4	19 x 24½"	All classes.
Hismet	1926	MD—Turkish	5,000	4	19 x 24½"	All classes.
En Son Telegraph	1926	ED—Turkish	2,500 X	4	17 x 22½"	All classes.

YUGOSLAVIA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Page Size	Reader Influence
BELGRADE						
Pravda	1904	MD—Serbian	50,000 A	8	52 x 33 cm	General.
Vreme	1922	MD—Serbian	70,000 A	8-16	39½ x 56 cm	General.
Politika	1904	MD—Serbian	100,000 A	12-16	34 x 47 cm	General.
SARAJEVO						
Jugoslavenski List	1918	MD—Serbian	7,500	8	50 x 32 cm	General.
SUBOTICA						
Bacsmegyei Naplo	1899	MD—Hungarian	24,000	12-32	29 x 21 cm	General.
ZAGREB						
Hrvat	1919	ED—Croatian	9,000	8	11 x 15¾"	All classes
Jutranji List	1911	MD*—Croatian	40,000	16-24	11 x 16"	All classes.
Morgenblatt	1885	MD*—German	10,000	10-12	12½ x 18½"	All classes.
Novosti	1906	MD*—Croatian	35,000	8-42	13¾ x 19¾"	All classes.
Obzor	1859	ED—Croatian	24,000	6	22 x 32"	Intelligentsia.

ASIA

BURMA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Page Size	Reader Influence
RANGOON						
Rangoon Daily News (U. S. 3)	1921	MD—English	800	20	20 x 13"	All classes.
Rangoon Evening Post	1921	ED*—Chinese	1,500	22	12 x 18"	Chinese-speaking.
Rangoon Gazette	1861	MD*—English (E)	5,000 X	18-24	22½ x 24"	English-speaking.
Rangoon Times (U. S. 3)	1852	ED*—English	4,000	14-16	18 x 24"	Best class.
Sun Daily	1915	MD—Burmese	3,000	32	10 x 9"	Professional.

CEYLON

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Page Size	Reader Influence
COLOMBO						
News	1918	MD*—English	8,500	12-16	16½ x 22½"	Middle classes.
Leader	1907	MD—English	6,000	12		Middle classes.
Observer	1834	ED*—English	3,750	12	20 x 14½"	English-speaking.
The Dinamina	1919	MD*—Singhalese	13,000	8	20 x 13"	Singhalese.
Times of Ceylon (U. S. 3)	1846	ED—English	6,300	12		English-speaking.

CHINA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Page Size	Reader Influence
CANTON						
Gazette	1923	MD—English (E)	1,000 R	6	22 x 15½"	Educated.
Kwang Chow Man Kwok Yit Po	1924	MD—Chinese (E)	15,000 R	14	15 x 20½"	General.
72 Guild Journal	1907	MD—Chinese (E)	10,000 R	8	15 x 20½"	General.
HANKOW						
Central China Post	....	MD—English	1,200	14	22 x 16"	Foreigners.
Hankow Herald	1923	MD—English	1,200	16	19 x 14½"	Foreigners.
HONGKONG						
China Mail	1845	ED—English (E)	1,600	12	21 x 18"	Europeans.
Telegraph	1871	ED*—English (E)	2,000	18	21 x 18"	Europeans.
South China Post	1903	MD*—English	2,800 A	18	21 x 18"	Europeans.
Tai Kwong Yat Po	1911	MD—Chinese (E)	5,000 A	14	18½ x 26"	The masses.
Tsun Wan Yat Po	1872	MD*—Chinese (E)	6,000 X	16	18½ x 26"	Middle class.
Wah Tze Yat Po	1866	MD*—Chinese (E)	8,000 A	16	18½ x 26"	Better classes.
PEIPING						
Leader	1924	MD—English	1,500	14		English-speaking.
Daily News	....	MD—English	1,000	8		English-speaking.
Le Journal de Pekin	....	MD—French	.....	8		French.
North China Standard	....	MD—English	2,000	.....		
SHANGHAI						
China Press	1911	MD—English	2,500	14-20	22½ x 17½"	General.
China Times	1907	MD*—Chinese	30,000	16	32 x 45"	Business men.
Eastern Times	1904	MD*—Chinese	10,000	4	16 x 22½"	Educated.
Evening Post	1918	ED*—English	2,500	8	15½ x 21½"	Business.
North-China Daily News	1850	MD*—English	7,100	20	18½ x 24½"	English-speaking.
North-China Herald	1850	W*—English	3,350	48	12¼ x 18½"	Better classes.
Republican News	1917	MD—Chinese	20,000	4	14 x 19"	High class.
Mainichi Shimbun	1927	MD*—Japanese	7,000	12	14½ x 20½"	Japanese.
Nippo	1902	MD*—Japanese	4,500	10	20 x 14½"	Japanese.
Shanghai Times	1902	MD*—English	2,000	16	16½ x 21"	Best class.
Shun Pao	1872	MD*—Chinese	130,000	24	15x20½	Business.
Sin Wan Pao	1893	MD*—Chinese	150,000	16-20	16 x 20"	All classes.
TIENTSIN						
North China Star	....	ED—English	3,500	.....		
Peking and Tientsin Times	....	ED—English	1,400	.....		
T' Ai Wu Shih Pao	....	ED—Chinese	10,000	.....		
Ta Kung Pao	....	ED—Chinese	10,000	.....		
Yi Shih Pao	....	ED—Chinese	17,000	.....		
Yung Pao	....	ED—Chinese	10,000	.....		
DAIREN (Manchuria)						
Dairen Shimbun	1920	MDED—Japanese	41,000	4	21½ x 16½"	Japanese.
Manch' Daily News	1908	ED—English	1,100	4	21½ x 15½"	English-speaking.
Manshu Nichi Nichi Shimbun	1908	MDED—Japanese	62,859	4-8	21½ x 16½"	Japanese.
Ryoto Shimpo	1905	MDED—Japanese	55,200	4-8	21½ x 16½"	Japanese.
HARBIN						
Daily News	1914	MD—English	500	6	15 x 22"	Educated .
Observer	1925	ED—English	900	4		Local.
MUKDEN						
Sheng Ching Shih Pao	1901	MD—Chinese (E)	12,000 R	8	16 x 21½"	Merchants.
Tung San Shen Kung	1907	MD—Chinese (E)	5,000 R	8	15½ x 21½"	Merchants.

INDIA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Page Size	Reader Influence
ALLAHABAD						
Leader	1909	D—English	7,500 [C]	20	13 x 20"	Popular.
Pioneer	1865	MD—English (E)	12,000	24	17½ x 11¼"	Wealthy.
BOMBAY						
Bombay Chronicle	1913	MD—English	16,000 [C]	12-16	17½ x 22"	Educated Indians.
Bombay Samachar (News)	1815	MD—Gujerati	20,000 [C]	16-24	16 x 19½"	Chiefly merchants.
Hindustan & Prajamitra (U. S. 3)	1886	ED*—Hindustan	15,000	8	20 x 15"	Well-to-do.
Indian Daily Mail	1923	ED*—English	12,000 (C)	16-24	15 x 20"	Educated Indians.
Indian National Herald	1926	MD*—English	20,000 [C]	12	22½ x 17½"	Educated generally.
Sanj Vartamaan (Evening News) (U. S. 3)	1900	ED—Anglo-Gujerati	8,000 [C]	24	20 x 17"	Merchants.
Times of India	1838	MD—English	35,000 E	16	16 x 22"	Educated classes.
Evening News of India	1924	ED—English	7,800(E)	16	10¾ x 15¼"	Most of educated classes.
CALCUTTA						
Amrita Bazar Patrika	1868	MD*—English	20,000 (C)	12	18 x 24½"	English-speaking.
Ananda Bazar	1878	MD*—Bengalee	40,000 (C)	14	18 x 13"	Bengalee.
Basumati	1881	MD*—Bengalee	20,000 [C]	8	16 x 24"	Bengalee.
Evening News	1838	MD*—English	15,000	8-12	23 x 18"	English.
Liberty	1923	MD—English	10,000 A	12-16	18 x 22"	English.
The New Empire	1906	ED—English	6,000 A	6	23 x 18"	English.
The Statesman	1875	MD*—English	35,000 X	16	22 x 13½"	English.
The Vishwamitra Karyalaya	1916	MD*—Hindustani	30,000	12	20 x 14"	Indian merchants.
DELHI						
Hindustan Times	1924	MD*—English	15,500 Z	16	13 x 20"	English-speaking.
LAHORE						
Bandematram	1920	MD*—Urdu	8,000	14	12½ x 14½"	Indians.
Civil & Military Gazette	1872	MD*—English	3,000 L	16-20	13 x 20"	European
Muslin Outlook	....	ED—English	3,000 [C]	8	26 x 20"	Mahom
Tribune	1881	ED—English	3,900 X	12	20 x 13"	Euro
LUCKNOW						
The Hamdam	....	MD*—Urdu	3,000 R	8	18 x 20"	
The Oudh Akhbar	1858	MD*—Urdu	3,000 A	6-12	20 x 26"	

(Continued on page 262)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 261*)

INDIA—Continued

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
MADRAS						
Andhra Patrika (U. S. 3)	1914	ED*—Telugu	3,200	24	11¼ x 17½"	Indians.
Dravidan	1915	ED*—Tamil	3,800	8	13½ x 20"	Indians.
The Hindu (U. S. 3)	1878	ED*—English	26,000 [C]	12	17 x 23"	European & Indian.
Justice	1914	ED—English	3,800	12	13½ x 20½"	All classes.
Madras Mail	1860	ED*—English	9,000	16	17½ x 22½"	All classes.
Swarajya (U. S. 3)	1925	ED*—English	2,500	8	11 x 17½"	Tamil.
POONA						
Dnyan Prakash	1849	MD—Marathi	2,500	6	13½ x 20"	Commercial.

JAPAN

(Prepared especially for Editor & Publisher International Year Book by Staff Representative. Copyright, 1932, by Editor & Publisher Co.)

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Av. No. Pages	Page Size	Reader Influence
AKITA						
Akita Sakigake Shimpo	1876	MD ED—Japanese	45,000	8	21½ x 16"	General.
AOMORI						
Too Nippo	1890	MD ED—Japanese	40,000	12	21½ x 16"	All classes.
ASAHIKAWA, HOKKAIDO						
Asahikawa Shimbun	1918	MD ED—Japanese	35,000	10	21½ x 16"	All classes.
FUKUI						
Fukui Shimbun	1901	MD ED—Japanese	27,000	8	21½"	All classes.
FUKUOKA						
Fukuoka Nichi Nichi Shimbun	1919	MD ED—Japanese	250,000	8 4	MD 20 x 15" ED	Better class. Business men.
Kyushu Nippo	1888	MD ED—Japanese	200,000	4-8	20 x 15"	All classes.
FUKUSHIMA						
Fukushima Minyu Shimbun	1897	MD ED—Japanese	15,000	.....	21½ x 16"	All classes.
FUZAN, CHOSEN						
Fuzan Nippo	1906	MD ED—Japanese	70,000	8	22 x 16"	General.
GIFU						
Gifu Nichi Nichi Shimbun	1883	MD ED—Japanese	20,000	8	21½ x 16"	All classes.
HAKODATE						
Hakodate Mainichi	1879	MD ED—Japanese	25,000	8	20 x 15"	All classes.
Hakodate Shimbun	1889	MD ED—Japanese	20,000	8	20 x 15"	All classes.
HIROSHIMA						
Chugoku Shimbun	1893	MD ED—Japanese	150,000	6	22 x 16"	General.
Geibi Nichi Nichi	1889	MD ED—Japanese	80,000	8	22 x 16"	All classes.
KAGOSHIMA						
Kagoshima Shimbun	1882	MD ED—Japanese	70,000	10	20 x 15"	General-local.
Kagoshima Asahi Shimbun.		MD ED—Japanese	70,000	12	20 x 15"	General-local.
KANAZAWA						
Hokkoku Shimbun	1895	MD ED—Japanese	40,000	10	21½ x 16"	All classes.
KOBE						
Japan Chronicle	1891	MD ED—English	3,500	8	24¼ x 18½"	Foreigners.
Kobe Shimbun	1922	MD ED—Japanese	120,000	12	16 x 21¾"	All classes.
Yushin Nippo	1884	MD—Japanese	100,000	10	16 x 22"	All classes.
KEIJO, CHOSEN						
Keijo Nippo	1907	MD ED—Japanese	100,000	4-8	22 x 16"	All classes.
Mainichi Shimpo	1907	ED—Korean	60,000	8	21½ x 16"	General.
Seoul Press	1907	MD—English	3,030	4	19 x 14"	Foreigners.
Toa Nippo	.....	MD ED—Korean	70,000	4-8	22 x 16"	General.
KOCHI						
Kochi Shimbun	1906	MD ED—Japanese	80,000	10	21½ x 16"	All classes.
KOFU						
Yamanashi Nichi Nichi Shimbun	1874	MD—Japanese	32,000	4	21½ x 16"	All classes.
KUMAMOTO						
Kyushu Nichi Nichi Shimbun	1884	MD ED—Japanese	80,000	10	20 x 15"	General.
KURE						
Nichi Nichi Shimbun	1900	MD—Japanese	50,000	8	16 x 22"	All classes.

(*Continued on page 264*)

To Get Good Results

from advertising in Chosen use the following newspapers, which are published by same organization.

THE KEIJO NIPPO
(Japanese language)

THE MAINICHI SHIMPO
(Korean language)

De Avondpost.
Tasgsche Courant.
De Rotterdamer.
oruit (U. S. 6)...*English language)*

ablad (U. S. 6).....

THE SEOUL PRESS

Everybody Uses
The Otaru Shimbun
in Hokkaido

Because it circulates among the highest class of readers, those who represent the greatest purchasing power. The Otaru Shimbun has gained the confidence of its advertisers through the excellent results it has obtained for them.

The Otaru Shimbun
Otaru, Hokkaido

The Jiji Building, Tokyo

American Manufacturers Who Demand Results Use the Jiji in Japan

More and more foreign advertisers, who want to get results in Japan use the Jiji. Year after year Jiji's influence among progressive and prosperous Japanese—the best customers for American products—increases.

Jiji's leadership is associated closely with the high ideals of the great Fukuzawa, who started the paper in 1882. His courage, energy and high principles have guided Jiji since it was founded. They have become part of the fundamental policy of the paper.

Advertisements in the Jiji are read with the same confidence as the leading editorials. American manufacturers, who require results, use the Jiji.

Only Regular Motor Section in Japan—
Issued by Jiji Shimpo Every Tuesday

Partial List of American and European Advertisers, Who Use the Jiji Regularly

Westinghouse Electric International Co.
International General Electric Co.
Frick Company, Inc.
Standard Oil Co. (of New Jersey)
Rex Spray Co.
Allsteel Safe Co.
Royal Baking Powder Co.
Lipton's Tea
Stetson Hat Co.
Pompeian Co.
Ford Motor Co. of Japan, Ltd.
Dodge Brothers, Inc.
Packard Motors Export Corp.
Hupp Motor Corporation
General Motors
Chrysler Motor Cars
John N. Willys Export Corp.
Harley-Davidson Motorcycle Co.
Indian Motorcycles
Triumph Motorcycles
Firestone Tires
United States Rubber Co.
Goodyear Rubber Co.
American Bosch Co.
L. C. Smith Typewriters
Royal Typewriters
Ever-Ready Safety Razors
Citroen Motor Cars
Pepsodent Toothpaste
Musterole
Fry's Cocoa
Studebaker Motor Co.
Morris Car
Nash Motor Co.
Graham-Paige Motor Co.
Hudson Motor Co.
Essex Motor Co.
National Cash Register Co.
Reo Motor Car Company
De Soto Motor Car
American Safety Razor Co.
Gillette Industries, Ltd.
Frigidaire
Sheaffer Fountain Pen
Eastman Kodak Co.
B. S. A. Coaster Hub

THE JIJI SHIMPO

Tokyo's Leading Japanese Newspaper

Prosperous and Friendly JAPAN Invites AMERICA To Supply Her Needs

Japan today occupies an enviable position among world markets. Prices of securities listed in the nation's stock and bond markets remain firm. Little unemployment exists and the buying power of the many millions of inhabitants is vast. Living standards of the Japanese people, developed by a long period of unbroken prosperity and by the high degree of excellence dictated by Japanese tradition, demand and readily absorb the best products of western civilization. Of all world markets, Japan is the most responsive to newspaper advertising. This open and eager market for American products is economically and authoritatively covered by one of the world's greatest newspaper systems.

The voice and conscience of Nippon, the Asahi newspapers —

THE TOKYO ASAHI
TOKYO, JAPAN

THE OSAKA ASAHI
OSAKA, JAPAN

occupy positions of dominating influence in Japan without parallel elsewhere in the world. THE TOKYO ASAHI and THE OSAKA ASAHI hold the interest and confidence of their clientele to a superlative degree. THE OSAKA ASAHI, daily net paid circulation more than 1,300,000, covers Japan's mightiest industrial area. THE TOKYO ASAHI daily net paid circulation more than 750,000, published in the nation's capital, is the dominant newspaper of the political and economic center of the Empire.

Providing complete advertising coverage of a richer market than that covered by any other two of the world's newspapers, THE TOKYO ASAHI and THE OSAKA ASAHI offer advertising space to American manufacturers at identical rates accorded local interests.

The ASAHI newspapers are prepared to render authoritative and complete distribution and merchandising counsel and service.

General Representative,

DWIGHT HAVEN

110 East 42nd Street, Room 1713 **New York City**

Rate cards, prepared in conformity with the form approved by the American Association of Advertising Agencies, will be furnished upon request.

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 261)

INDIA—Continued

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
MADRAS						
Andhra Patrika (U. S. 3)	1914	ED*—Telugu	3,200	24	11¼ x 17½"	Indians.
Dravidan	1915	ED*—Tamil	3,800	8	13½ x 20"	Indians.
The Hindu (U. S. 3)	1878	ED*—English	26,000 [C]	12	17 x 23"	European & Indian.
Justice	1914	ED—English	3,800	12	13½ x 20½"	All classes.
Madras Mail	1860	ED*—English	9,000	16	17½ x 22½"	All classes.
Swarajya (U. S. 3)	1925	ED*—English	2,500	8	11 x 17½"	Tamil.
POONA						
Dnyan Prakash	1849	MD—Marathi	2,500	6	13½ x 20"	Commercial.

JAPAN

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Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
AKITA						
Akita Sakigake Shimpo	1876	MD ED—Japanese	45,000	8	21½ x 16"	General.
AOMORI						
Too Nippo	1890	MD ED—Japanese	40,000	12	21½ x 16"	All classes.
ASAHIKAWA, HOKKAIDO						
Asahikawa Shimbun	1918	MD ED—Japanese	35,000	10	21½ x 16"	All classes.
FUKUI						
Fukui Shimbun	1901	MD ED—Japanese	27,000	8	21½"	All classes.
FUKUOKA						
Fukuoka Nichi Nichi Shimbun	1919	MD ED—Japanese	250,000	8 4	MD 20 x 15" ED	Better class. Business men.
Kyushu Nippo	1888	MD ED—Japanese	200,000	4-8	20 x 15"	All classes.
FUKUSHIMA						
Fukushima Minyu Shimbun	1897	MD ED—Japanese	15,000	.....	21½ x 16"	All classes.
FUZAN, CHOSEN						
Fuzan Nippo	1906	MD ED—Japanese	70,000	8	22 x 16"	General.
GIFU						
Gifu Nichi Nichi Shimbun	1883	MD ED—Japanese	20,000	8	21½ x 16"	All classes.
HAKODATE						
Hakodate Mainichi	1879	MD ED—Japanese	25,000	8	20 x 15"	All classes.
Hakodate Shimbun	1889	MD ED—Japanese	20,000	8	20 x 15"	All classes.
HIROSHIMA						
Chugoku Shimbun	1893	MD ED—Japanese	150,000	6	22 x 16"	General.
Geibi Nichi Nichi	1889	MD ED—Japanese	80,000	8	22 x 16"	All classes.
KAGOSHIMA						
Kagoshima Shimbun	1882	MD ED—Japanese	70,000	10	20 x 15"	General-local.
Kagoshima Asahi Shimbun.		MD ED—Japanese	70,000	12	20 x 15"	General-local.
KANAZAWA						
Hokkoku Shimbun	1895	MD ED—Japanese	40,000	10	21½ x 16"	All classes.
KOBE						
Japan Chronicle	1891	MD ED—English	3,500	8	24¼ x 18½"	Foreigners.
Kobe Shimbun	1922	MD ED—Japanese	120,000	12	16 x 21¾"	All classes.
Yushin Nippo	1884	MD—Japanese	100,000	10	16 x 22"	All classes.
KEIJO, CHOSEN						
Keijo Nippo	1907	MD ED—Japanese	100,000	4-8	22 x 16"	All classes.
Mainichi Shimpo	1907	ED—Korean	60,000	8	21½ x 16"	General.
Seoul Press	1907	MD—English	3,000	4	19 x 14"	Foreigners.
Toa Nippo	....	MD ED—Korean	70,000	4-8	22 x 16"	General.
KOCHI						
Kochi Shimbun	1906	MD ED—Japanese	80,000	10	21½ x 16"	All classes.
KOFU						
Yamanashi Nichi Nichi Shimbun	1874	MD—Japanese	32,000	4	21½ x 16"	All classes.
KUMAMOTO						
Kyushu Nichi Nichi Shimbun	1884	MD ED—Japanese	80,000	10	20 x 15"	General.
KURE						
Nichi Nichi Shimbun	1900	MD—Japanese	50,000	8	16 x 22"	All classes.

(Continued on page 264)

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THE KEIJO NIPPO
(Japanese language)

THE MAINICHI SHIMPO
(Korean language)

HE SEOUL PRESS
(English language)

Everybody Uses
The Otaru Shimbun
in Hokkaido

Because it circulates among the highest class of readers, those who represent the greatest purchasing power. The Otaru Shimbun has gained the confidence of its advertisers through the excellent results it has obtained for them.

The Otaru Shimbun
Otaru, Hokkaido

The Jiji Building, Tokyo

American Manufacturers Who Demand Results Use the Jiji in Japan

More and more foreign advertisers, who want to get results in Japan use the Jiji. Year after year Jiji's influence among progressive and prosperous Japanese—the best customers for American products—increases.

Jiji's leadership is associated closely with the high ideals of the great Fukuzawa, who started the paper in 1882. His courage, energy and high principles have guided Jiji since it was founded. They have become part of the fundamental policy of the paper.

Advertisements in the Jiji are read with the same confidence as the leading editorials. American manufacturers, who require results, use the Jiji.

Only Regular Motor Section in Japan—
Issued by Jiji Shimpo Every Tuesday

Partial List of American and European Advertisers, Who Use the Jiji Regularly

Westinghouse Electric International Co.
International General Electric Co.
Frick Company, Inc.
Standard Oil Co. (of New Jersey)
Rex Spray Co.
Allsteel Safe Co.
Royal Baking Powder Co.
Lipton's Tea
Stetson Hat Co.
Pompeian Co.
Ford Motor Co. of Japan, Ltd.
Dodge Brothers, Inc.
Packard Motors Export Corp.
Hupp Motor Corporation
General Motors
Chrysler Motor Cars
John N. Willys Export Corp.
Harley-Davidson Motorcycle Co.
Indian Motorcycles
Triumph Motorcycles
Firestone Tires
United States Rubber Co.
Goodyear Rubber Co.
American Bosch Co.
L. C. Smith Typewriters
Royal Typewriters
Ever-Ready Safety Razors
Citroen Motor Cars
Pepsodent Toothpaste
Musterole
Fry's Cocoa
Studebaker Motor Co.
Morris Car
Nash Motor Co.
Graham-Paige Motor Co.
Hudson Motor Co.
Essex Motor Co.
National Cash Register Co.
Reo Motor Car Company
De Soto Motor Car
American Safety Razor Co.
Gillette Industries, Ltd.
Frigidaire
Sheaffer Fountain Pen
Eastman Kodak Co.
B. S. A. Coaster Hub

THE JIJI SHIMPO

Tokyo's Leading Japanese Newspaper

Prosperous and Friendly JAPAN Invites AMERICA To Supply Her Needs

Japan today occupies an enviable position among world markets. Prices of securities listed in the nation's stock and bond markets remain firm. Little unemployment exists and the buying power of the many millions of inhabitants is vast. Living standards of the Japanese people, developed by a long period of unbroken prosperity and by the high degree of excellence dictated by Japanese tradition, demand and readily absorb the best products of western civilization. Of all world markets, Japan is the most responsive to newspaper advertising. This open and eager market for American products is economically and authoritatively covered by one of the world's greatest newspaper systems.

The voice and conscience of Nippon, the Asahi newspapers —

THE TOKYO ASAHI
TOKYO, JAPAN

THE OSAKA ASAHI
OSAKA, JAPAN

occupy positions of dominating influence in Japan without parallel elsewhere in the world. THE TOKYO ASAHI and THE OSAKA ASAHI hold the interest and confidence of their clientele to a superlative degree. THE OSAKA ASAHI, daily net paid circulation more than 1,300,000, covers Japan's mightiest industrial area. THE TOKYO ASAHI daily net paid circulation more than 750,000, published in the nation's capital, is the dominant newspaper of the political and economic center of the Empire.

Providing complete advertising coverage of a richer market than that covered by any other two of the world's newspapers, THE TOKYO ASAHI and THE OSAKA ASAHI offer advertising space to American manufacturers at identical rates accorded local interests.

The ASAHI newspapers are prepared to render authoritative and complete distribution and merchandising counsel and service.

General Representative,

DWIGHT HAVEN

110 East 42nd Street, Room 1713 **New York City**

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INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 262)

JAPAN—Continued

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
KYOTO						
Kyoto Hinode Shimbun	1880	MD ED—Japanese	70,000	8	21½ x 16"	General.
Kyoto Nichi Nichi	1913	MD ED—Japanese	80,000	8	22½ x 16"	General.
MATAUYAMA						
Ehime Shimpo	1887	MD ED—Japanese	43,500	8	16 x 22"	All classes.
MATSUE						
Shoyo Shimpo	1903	MD ED—Japanese	40,000	8	21½ x 16"	General.
MATSUYAMA						
Ehime Shimpo	1889	MD ED—Japanese	40,000	10	21½ x 16"	All classes.
MORIOKA						
Iwate Nippo	1878	MD ED—Japanese	22,000	12	21½ x 16"	All classes.
NAGANO						
Shinano Mainichi	1876	ME ED—Japanese	100,000	4-6	21½ x 16"	General.
Nagano Shinbun	1900	MD ED—Japanese	60,000	4	21½ x 16"	All classes.
NAGOYA						
Nagoya Shimbun (U. S. 12)	1894	MD ED—Japanese	250,000	4-8	16 x 21½"	General.
Shin Aichi	1888	MD ED—Japanese	300,000	4-8	16 x 21½"	General.
NAKASAKI						
Nichi Nichi Shimbun	1917	MD ED—Japanese	30,000	8	20 x 15"	All classes.
Nagasaki Shimbun	1924	MD ED—Japanese	25,000	8	20 x 15"	General.
NIIGATA						
Niigata Mainichi Shimbun.	1911	MD ED—Japanese	5,000	4-8	21½ x 16"	All classes.
OITA						
Oita Shimbun	1891	MD ED—Japanese	70,000	8	21½ x 16"	General.
OKAYAMA						
Chugoku Mimpo	1893	MD ED—Japanese	80,000	4-8	21½ x 16"	General.
Sanyo Shimpo	1880	MD ED—Japanese	100,000	4-8	21½ x 16"	General.
OSAKA						
Asahi Shimbun (U. S. 12)	1879	MD—Japanese	1,100,000	12	12¾ x 16¾"	All classes.
Mainichi	1888	MD ED—Jap	1,000,000	12	12¾ x 16¾	All classes.
Mainichi & Tokyo Nichi-Nichi (English Edition)	1922	MD*—English	25,000	8	16 x 21½"	Foreigners.
OTARU, HOKKAIDO						
Asahikawa Shimbun	1918	MD ED—Japanese	35,000	10	21½ x 16"	General.
SAPPORO, HOKKAIDO						
Hokkai Times	1886	MD ED—Japanese	200,000	12	21½ x 16"	General.
SENDAI						
Kahoku Shimpo	1899	MD ED—Japanese	100,000	12	21½ x 16"	General.
SHIDZUOKA						
Shidzuoka Shimpo	1895	MD ED—Japanese	35,000	8	21½ x 16"	General.
SHIMONOSEI						
Kwanmon Nichi Nichi Shimbun	1882	MD ED—Japanese	100,000	12	21½ x 16"	General.
TAKAMATSU						
Shikoku Mimpo	1904	MD ED—Japanese	15,000	8	21½ x 16"	General.
TOKYO						
Chugai Shogyo Shimpo	1876	MD ED—Japanese	100,000	4-8	21½ x 16"	Commercial.
Hochi Shimbun	1872	MD ED—Japanese	600,000	8	21½ x 16"	General.
Japan Advertiser (U. S. 6)	1890	MD—English	30,000	12	18½ x 22½"	Foreigners and Chinese.
Japan Times (U. S. 12)	1897	MD ED—English	8,000	8-16	23¾ x 18"	Intellectuals.
Jiji Shimpo	1882	MD ED—Japanese	500,000	14	21½ x 16"	High class.
Kokumin Shimbun	....	MD ED—Japanese	180,000 A	4-8	21½ x 16"	General.
Miyako Shimbun	1884	MD—Japanese	150,000	12	21½ x 16"	Lower class.
Asahi Shimbun (U. S. 12)	1888	MD ED—Jap	1,000,000 A	8	21¾ x 16"	Middle class.
Nichi Nichi Shimbun	1872	MD ED—Jap	1,000,000	4-8	21½ x 16"	General.
Yomiuri Shimbun	1875	MD—Japanese	300,000	4-6	21½ x 16"	Middle classes.
TOKUSHIMA						
Tokushima Nichi Nichi Shimpo	1878	MD ED—Japanese	50,000	8	21½ x 16"	General.
TOTTORI						
Inpaku Jiho	1894	MD—Japanese	25,000	4	21½ x 16"	All classes.
TOYAMA						
Toyama Nippo	1886	MD ED—Japanese	35,000	8	21½ x 16"	All classes.
TSU						
Ise Shimbun	1880	MD ED—Japanese	30,000	10	21½ x 16"	All classes.
WAKAYAMA						
Wakayama Nichi Nichi Shimbun	1914	MD—Japanese	50,000	6	21½ x 16"	All classes.
YAMAGATA						
Yamagata Shimbun	1878	MD ED—Japanese	30,000	12	21½ x 16"	General.
YOKOHAMA						
Yokohama Boyeki Shimpo.	1890	MD—Japanese	85,000	6	16 x 21"	General.
Maicho Shimpo	1898	MD—Japanese	40,000	4	16 x 21"	General.

PALESTINE

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
JERUSALEM						
Doar Hayom	1919	MD—Biblical Hebrew	8,000	4-10	25 x 37"	Well-to-do.
Bulletin	1923	MD—English	3,000 A	4	17 x 10½"	English-speaking.

PERSIA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
TEHERAN						
Eghdam	1921	MD—Persian	1,000 A	4	15½ x 21½"	Politicians.
Iran	1916	MD—Persian	1,500 A	6	15½ x 21½"	All classes.
Ittelaat	1926	ED—Persian	3,000 A	2	15½ x 21½"	Politicians.
Setareh-i-Iran	1914	MD—Persian	1,500 A	4	15½ x 21½"	Politicians.
Shefaki-i-Sorkh	1921	MD—Persian	2,800 A	4	15½ x 21½"	Politicians.

STRAITS SETTLEMENTS

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
PENANG						
Kwong Wah Yit Poh	1910	ED—Chinese (E)	2,500 C	24	15 x 20"	Chinese.
Penang Sin Poe	1896	ED*—Chinese (E)	8,000 (C)	24-28	15 x 20"	Merchants.
Straits Echo	1903	ED—English (E)	2,500 L	16	17½ x 22½"	Merchants, planters
SINGAPORE						
Malaya Tribune	1914	ED—English (E)	2,000	12	15 x 20"	English-speaking.
Singapore Free Press	....	MD—English (E)	2,500 C	12	15 x 20"	English-speaking.
Straits Times	1850	ED—English (E)	5,400 C	10	20 x 15"	English-speaking.

SYRIA

Name of Paper	Date Estb.	Issued—Language	Circulation: Audited, Claimed Estimated	Size: Av. No. Pages	Size: Page Size	Reader Influence
ALEPPO						
At-Takaddom	1908	ED—Arabic	900	4	18 x 12"	Christians.
El Missak	1924	ED—Arabic	800	4	18 x 12"	Educated.
BEIRUT						
Al-Jawayeb	1926	MD—Arabic (E)	3,500 L	4	19 x 25"	All classes.
Lissan-Ul Hai	1877	ED—Arabic	3,500 L	6	17 x 24"	Higher class.
L'Orient	1923	MD—French	2,500	4	18 x 24"	Higher class.
DAMASCUS						
Alefba	1920	MD—Arabic	1,800 X	4	25 x 19"	Educated Syrians.
Fata-el-Arab	1918	MD—Arabic	2,000 X	4	22 x 16"	Moslem fanatics.
Mouktabass	1908	MD—Arabic	1,000 X	4	22 x 16"	Moslems.

DAILY NEWSPAPERS OF THE ANTIPODES

AUSTRALIA

NEW SOUTH WALES

City and pop. (thousands)	Newspaper	Circulation	Editor (or Director)	Publisher
Albury 14/M	Border Mail (m)	80,000	H. C. Mott	H. C. Mott
Bathurst 12/M	Western Times (e)		J. S. Larkin	Western Newspaper
	National Advocate (m)	3,547	Hilton R. West	Maurice Clines
Broken Hill 27/M	Barrier Miner (e)	5,400	J. Smethurst (me)	News, Ltd.
	Barrier Truth (m)	6,100	E. Wetherell	W. I. U. of A.
Canberra 8/M	Times (m)	6,400	A. T. Shakespeare	Fed. Capital Press, Ltd.
Casino 5/M	Richmond River Exp. (e).		P. C. Beer	Grieve & Turner
Cootamundra 5/M	Herald (e)			H. Pinkstone
Goulburn 16/M	Penny Post (e)		M. Dart	Daniel Brothers & Co., Ltd.
Grafton 7/M	Examiner (m)	5,000	C. B. Dailey	Daily Examiner, Ltd.
Katoomba 11/M	Katoomba Daily (e)			Katoomba Daily, Ltd.
Lismore 10/M	Northern Star (m)	8,750	C. H. Peek	Northern Star, Ltd.
Maitland 20/M	Mercury (e)	6,500	J. W. Rutherford	Mercury Newspaper & Printing Co., Ltd.
Murwillumbah 15/M	Tweed Daily (m)	3,300	J. C. Price	Tweed Newspaper Co., Ltd.
Newcastle 120/M	Herald & Miners' Advocate (m)	24,923	K. S. McGill	Herald & Miners' Advocate, Ltd.
	Sun (e)			Sun Newspapers, Ltd.
Sydney 1,000/M	Commercial News (m)		H. I. Moffatt	Shipping Newspapers, Ltd.
	Guardian (e)	182,177	R. C. Packer	Smith's Newspapers, Ltd.
	Herald (m)	189,000	C. B. Fletcher	J. Fairfax & Sons, Ltd.
	Labor Daily (m)	70,000	G. S. Spedding	Labor Daily, Ltd.
	News (e)	125,000	E. G. Knox (me)	S. Bennett, Ltd.
	Sun (e)	215,000	Delamore McCay	Sun Newspapers, Ltd.
	Telegraph Pictorial (m)	132,403	H. C. Jones (me)	Telegraph Pictorial, Ltd.
Tamworth 10/M	Northern Leader (m)	13,000	V. C. Thompson	Tamworth News Co., Ltd.
Wagga 10/M	Express (m)			Exp. Newspaper Co., Ltd.
Wagga Wagga 10/M	Advertiser (m)	35,000	R. E. Garland	Stephen Sullivan
Young 5/M	Witness (e)	1,600	A. E. Collins (me)	Wales & Collins

QUEENSLAND

City and pop. (thousands)	Newspaper	Circulation	Editor (or Director)	Publisher
Brisbane 309/M	Courier (m)	40,000	R. S. Taylor	Bris. Newspaper Co., Ltd.
	Mail (m)	35,000	C. E. Sligo	Daily Mail, Ltd.
	Standard (e)	20,000	A. Robertson (me)	Labour Newspaper Co., Ltd.
	Telegraph (e)		M. L. Reading	Tele. Newspaper Co., Ltd.
Bundaberg 11/M	News & Mail (m)		S. H. Barton	Bunda Newspaper Co., Ltd.
	Times (m)		John Grainger	Times Newspaper Co., Ltd.
Cairns 10/M	Post (m)	7,000	J. H. McVilly	Cairns Post, Ltd.
	Times (e)	1,600	L. Jeppesen	L. Jeppesen
Charters Towers 10/M	Northern Miner (m)	3,968	W. A. Schueler (me)	N. Queens. Newspaper Co., Ltd.
Ipswich 25/M	Queensland Times (m)	8,325	F. J. Meacham	Queensland Times, Ltd.
Mackay 9/M	Mercury (m)		W. J. Manning	Mackay, Co-op. Ptg. Co., Ltd.
Maryborough 12/M	Chronicle (m)	6,000	G. L. Wilson	May. Newspaper Co., Ltd.
Rockhampton 60/M	Bulletin (m)		Andrew Dunn	Morning Bulletin, Ltd.
	News (e)		G. Westacott	Morning Bulletin, Ltd.
Toowoomba 25/M	Chronicle (m)	11,000	W. H. A. Dunn	Groom & Sons, Ltd.
Townsville 30/M	Bulletin (m)		H. D. Green	N. Queens. News Co. Ltd.
	Star (e)			Townsville Star, Ltd.
Warwick 8/M	News (m)			Warwick News Co., Ltd.

SOUTH AUSTRALIA

City and pop. (thousands)	Newspaper	Circulation	Editor (or Director)	Publisher
Adelaide 328/M	Advertiser (m) (U. S. 6)	86,016		Advertiser Newspapers, Ltd
	News (e)	40,988	J. E. Davidson	News, Ltd.
	Register News Pictorial		J. E. McKee	Register Newspapers, Ltd.
Port Pirie 13/M	Recorder	2,300	Buckley Joyce	News, Ltd.

VICTORIA

City and pop. (thousands)	Newspaper	Circulation	Editor (or Director)	Publisher
Ballarat 41/M	Courier (m)		G. P. A. Taylor	
	Echo (e)			W. H. Newbery
Bendigo 27/M	Advertiser (m)		W. Wright	Adv. & Ind. Ptg., Ltd.
Castlemaine 7/M	Mail (m)	1,500	Frank McKellop	McKellop & Williams
Echuca 5/M	Herald (m)		A. T. Mackay	Riverine Herald Ptg., Ltd.
Geelong 45/M	Advertiser (m)	10,000	G. H. Brownhill	Advertiser Ptg., Ltd.
Melbourne 1,000/M	Age (m)	123,000	L. V. Briggs	David Syme & Co.
	Argus (m)	113,943	R. L. Curthoys	Wilson & Mackinnon
	Herald (e) (U. S. 6)	186,857	Keith A. Murdock	Herald & Weekly Times, Ltd.
	Sun News-Pictorial (m) (U. S. 6)	172,237	Ralph Simmonds	Pictorial Newspapers, Ltd.
Mildura 8/M	Sunraysia Daily (m)		G. B. Baxter	New Sunraysia Daily Printing, Ltd.
Warrnambool 8/M	Standard (m)			Standard Printing, Ltd.

WEST AUSTRALIA

City and pop. (thousands)	Newspaper	Circulation	Editor (or Director)	Publisher
Geraldton 5/M	Guardian and Express (e).	8,000	E. G. Harrington	Geraldton Newspapers, Ltd.
Kalgoorlie 16/M	Miner (m)	7,500	E. A. Donnelly	Hocking & Co., Ltd.
Perth 200/M	News (e)		W. Salter	Daily News, Ltd.
	West Australian (m)		C. P. Smith (me)	W. Australia Newspapers

NEW ZEALAND

City and pop. (thousands)	Newspaper	Circulation	Editor (or Director)	Publisher
Ashburton 1/M	Guardian (e)	3,000	C. M. Innes	Mail & Guardian Co., Ltd.
Auckland 210/M	New Zealand Herald (m).	55,500	R. M. Hacket	Wilson & Horton, Ltd.
	Star (e)	45,000	W. C. Leys	New Zealand Newspapers, Ltd.
	Sun (e)		Percy Crisp	Sun Newspapers, Ltd.
Blenheim 7/M	Marlborough Express (e).	3,500	W. R. Allen	R. P. Froness
Christchurch 118/M	Press (m)	20,000	O. Duff	C. C. Press Co., Ltd.
	Star (e)	13,500	A. Burns	N. Z. Newspapers, Ltd.
	Sun (e)	15,000	J. H. Hall	Sun Newspapers, Ltd.
	Times (m)	23,800	A. G. Henderson	N. Z. Newspapers, Ltd
Carterton 2/M	News (e)	1,753	W. F. Roydhouse	Roydhouse & Son
Dannevirke 4/M	News (e)	2,250	A. McNicol	Dannevirke Pub. Co., Ltd.
Dargaville 2/M	Times (e)	1,275	Chas. T. Rush (me)	Rush & Bagnall
Dunedin 84/M	Star (e)		W. F. Alexander	Eve Star Co., Ltd.
	Times (m)		James Hutchison	Otago Newspapers Co., Ltd.
Eltham 4/M	Argus (e)			W. C. Carncross
Eketahuna 3/M	Express (e)			Exp. News Co., Ltd.
Fielding 5/M	Star (e)	2,000	Ethel L. Pirani	Pirani & Co., Ltd.
Gisborne 13/M	Herald (e)	5,200	A. L. Muir	Poverty Bay Her. Co., Ltd.
	Times (m)	4,800	J. H. Mackay	Gisborne Pub. Co., Ltd.
Gore 4/M	Mataura Ensign	2,600	H. A. Hull	Gore Pub. Co., Ltd.
Greymouth 6/M	Grey River Argus (m)			G. R. Argus Co., Ltd.
	Star (e)	5,300	A. Kibble	Eve. Star Co., Ltd.
Hamilton 20/M	Waikato Times (e)	40,000	E. E. Hooper	Waikato & King

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

City and pop. (thousands)	Newspaper	Circulation	Editor (or Director)	Publisher
Hastings 10/M	Hawkes Bay Tribune(e)	4,500	W. C. Whitlock	The Tribune, Ltd.
Hawera 4/M	Star (e)		L. A. Ablett	Parkinson & Co., Ltd.
Hokitika 2/M	Guardian & Star (e)		D. J. Evans	Guard. & Times Co., Ltd.
Invercargill 20/M	Southland News (e)	**9,118**	W. J. Jones	Southland News Co., Ltd.
	Southland Times (m)	**8,350**	J. J. W. Pollard	Southland Times Co., Ltd.
Levin 2/M	Chronicle (e)	**1,100**	H. G. Kerslake	Kerslake & Billens, Ltd.
Marton 3/M	Advocate & Argus (e)	2,000	J. Reid	Rangetikei Pub. Co., Ltd.
Masterton 8/M	Wairarapa Age (m)		W. A. Michael	
	Wairarapa Times (e)		D. M. Graham	Wairarapa Times Co., Ltd.
Napier 15/M	Hawkes Bay Herald (m)	5,600		
	Telegraph (e)	7,600	J. W. McDougall	Telegraph Co., Ltd.
Nelson 12/M	Mail (e)		F. J. Earle	Lucas & Son, Ltd.
New Plymouth 17/M	Taranaki Herald (e)	5,000	W J. Penn	W. C. Weston
	Taranaki News (m)	8,500	T. C. List	T. C. List
Oamaru 7/M	Mail (e)	3,000	F. Jones	Oamaru Mail Co., Ltd.
	North Otago Times (m)	2,550	L. Rigg	Timaru Herald Co., Ltd.
Opotiki 2/M	East Coast Guardian (e)		W. J. Scott	W. J. Scott
Pahiatua 1/M	Herald (e)		O. Johnson	Pahiatua Herald Co Ltd.,
Palmerston North 20/M	Manawatu Standard (e)		N. H. Nash	Manawatu Sta., Ltd.
	Manawatu Times (m)	5,000	R. H. Billins	Manawatu Times Co., Ltd.
Reifton 2/M	Inangahua Times & Guardian (e)			Times Co., Ltd.
Rotorua 5/M	Chronicle (e)	620	C. H. Worthington	Chronicle, Ltd.
Stratford 3/M	Post (e)		James Cormick	Taranaki Pub. Co., Ltd.
Taihapi 2/M	Times (e)			J. E. Hamell
Tauranga 3/M	Bay of Plenty Times (e)	840	W. H. Gifford	Times, Ltd.
Thames 5/M	Star (e)	1,850	C. R. Cooke	Thames Pntg. Co., Ltd.
Timaru 15/M	Herald (m)	**7,800**	A. E. Lawrence	Timaru Herald Co., Ltd.
	Post (e)	3,650	D. McLellan	Timaru Post Co., Ltd.
Waimate 3/M	Advertiser (e)	1,225	A. F. Sargent (me)	Advertiser Co., Ltd.
Wanganui 27/M	Chronicle (m)	**6,000**	H. C. Jenkins	Chronicle Co., Ltd.
	Herald (e)	7,000	F. Webb-Jones	Herald Newspaper Co., Ltd.
Wellington 133/M	Dominion (m)	35,000	C. W. Earle	Wellington Pub. Co, Ltd.
	Post (e)	33,169	J. Parker	Blundell Bros., Ltd.
Westport 4/M	News (m)		L. S. Strachan	Walter Atkin & Co.
	Times & Star (e)			T. P. Williams
Whangarei 6/M	News (m)			Daily News, Ltd.
	Northern Advocate (e)	2,500	H. W. Crawford (me)	Northern Pub. Co., Ltd.

TASMANIA

Burnie 3/M	Advocate (m)			Harris & Co., Ltd.
Hobart 56/M	Mercury (m)	**20,967**	W. H. Simmonds	Davies Bros., Ltd.
Launceston 33/M	Examiner (m)	**15,216**	Stanley Dryden	Rolph & Sons, Ltd.

* *Black type indicates audited or certified circulation as of* **1930**.

AFRICA

ALGERIA

ALGIERS

La Depeche Algerienne	1887	MD—French	60,000 X	6	23½ x 17¼" All classes.
L'Echo d'Algier	1912	MD*—French	30,000 X	6	23¾ x 17½" All classes.
La Presse Libre	1927	MD—French	17,000 X	6	24¾ x 17¾" All classes.

CONSTANTINE

La Depeche de Constantine	1907	MD*—French	18,000	6	23½ x 17" All classes.

ORAN

Depeche Oranaise	1916	ED*—French	10,000 X	4	56 x 45 cm. All classes.
Echo d'Oran	1844	MD*—French	50,000 X	6	60 x 45 cm. All classes.
Petit Oranais	1880	ED*	10,000 X	2	60 x 45 cm. All classes.

EGYPT

ALEXANDRIA

Messaggero Egiziano	1874	ED—Italian	12,000	4	21 x 16" General public.
Egyptian Gazette (U. S. 3)	1880	MD—English	8,000	8	24 x 18" General public.
Le Phare Egyptien	1925	MD—French	4,000	4–6	17½ x 22½" General public.
Le Reforme	1896	MD—French	4,500	6	18 x 25" General public.
Tachydromos-Homonia	1880	ED—Greek	8,500	6–8	20½ x 13" General public.
Wadinnil	1909	ED—Arabic	11,000	6–8	60 x 90 cm. General public.

CAIRO

Al Ahram	1875	MD—Arabic	30,000	8	20 x 25" All classes.
Al Balagh	1922	ED—Arabic	35,000	8	53 x 40 cm. Every class.
Al Ittehad	1925	ED—Arabic	10,000 R	8	60 x 34 cm. Political.
Al Mokattam	1894	MD*—Arabic	22,000 R	8	60 x 45 cm. All classes.
Al Siasa	1922	MD—Arabic	30,000 R	8	65 x 50 cm. All classes.
Gazette	1880	MD—English	8,000 R	8	18 x 24" English.
L'Information	1925	MD—French	2,000 R	6	30 x 52 cm. All classes.
Le Journal	1897	MD—French	4,000	6	60 x 50 cm. Foreign colonies.
Misr	1895	ED—Arabic	8,000	4	18½ x 24¼" All classes.

PORT SAID

Le Verité	1893	ED—French	500	4	16 x 22½" Europeans.

UNION of SOUTH AFRICA

BLOEMFONTEIN

The Friend (U. S. 4)	1850	MD*—English	15,000	12	21½ x 15½" All classes.
Die Volksblad (U. S. 3)	1914	MD*—Dutch	11,000	8	22 x 16" Afrikaan-speaking.

BULAWAYO

Chronicle (U. S. 4)	....	D—English		..	15¾ x 20" All classes.

CAPE TOWN

Cape Argus (U. S. 4)	1857	ED—English	30,000	16	22¾ x 18½" All classes.
Cape Times	1876	MD*—English	40,000	12–24	25 x 18"
Die Burger (U. S. 3)	1914	MD*—Afrikaans	25,000	10	16¼ x 24" Afrikaans.

CRADOCK

Midland News (U. S. 4)	....	MD—English		..	15⅜ x 20" All classes.

DURBAN

Natal Advertiser (U. S. 4)	1880	ED*—English	17,000 A	18	18⅝ x 22¾" All classes.
Natal Mercury	1852	MD*—English	30,000	20	27½ x 20⅜" All classes.

EAST LONDON

Dispatch (U. S. 4)	1872	MD*—English	10,000	12	26 x 19½" Business men.

JOHANNESBURG

Rand Daily Mail	1902	MD*—English	30,000	14	17½ x 22" English-speaking.
Star (U. S. 4)	1886	ED*—English	50,000	16–24	English-speaking.

KIMBERLEY

Diamond Fields Advertiser (U. S. 4)	1878	MD*—English	7,500	8	24 x 15" All classes.

MARITZBURG

Natal Witness (U. S. 4)	1846	ED*—English	15,000 A	20	19½ x 26½" All classes.

PORT ELIZABETH

Herald (U. S. 4)	1843	MD—English		..	15⅝ x 21½" All classes.

PRETORIA

De Volkstem (U. S. 3)	1873	ED—Afrikaans	15,000	4	Dutch-speaking.
News (U. S. 4)	1898	ED—Afrikaans	4,500	20	15¾ x 22¼" All classes.

QUEENSTOWN

Representative (U. S. 4)	1859	MD—English		..	15⅝ x 20" All classes.

SALISBURY

Rhodesia Herald (U. S. 4)	1893	MD—English		10	16 x 20" All classes.

UMTALI

Rhodesia Advertiser (U. S. 4)	1893	MD—English	3,000	4	22 x 15" English.

BRITISH EAST AFRICA

MOMBASA
(Kenya Colony)

Mombasa Times	1900	MD—English	450	6	20 x 25" English and natives.

NAIROBI

East African Standard	1906	MD*—English	3,000	12	18 x 24" English

PORTUGUESE EAST AFRICA

LOURENCO MARQUES

Noticias	1926	D—Portuguese	5,000	8	33 x 51 cm. All classes.

REUNION

SAINT DENIS

Le Peuple	1908	MD-exS—French.	4,000	2	22 x 15" General community

KHARTUM

Sudan Herald	....	English	2,000 A	10	51 x 36 cm. English residents.

TUNISIA

TUNIS

La Depeche Tunisienne	1888	MD*—French	35,000	6–12	60 x 44 cm. All classes.
Le Petit Matin	1923	MD*—French	10,000	8	62 x 43½ cm. All classes.
L'Unione	1885	ED*—Italian	10,000	4	46 x 60 cm. Italian population.

LIBYA

TRIPOLI
(Tripolitania)

Arveniredi Tripoli	1927	Italian	5,000 A	4	53 x 39.3 cm. All classes.

MOROCCO

CASABLANCA

Le Petit Marocain	1912	MD*—French	26,000 R	6–8	17½ x 24½" Europeans.
La Presse Marocaine	1913	MD*—French	11,200	8	17½ x 24½" Foreigners.
Le Soir Marocain	1929	ED*—French	8,700	8	17½ x 24½"
La Vigie Marocaine	1907	ED*—French	40,000 R	6–10	17½ x 24½" Europeans.

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De Westelike Stem (Weekly)
KLERKSDORP
The Klerksdorp Record (Weekly)
PRETORIA
Pretoria News (Daily)

CAPE PROVINCE

CAPE TOWN
The Cape Argus (Daily)
Week End Cape Argus (Weekly)
PORT ELIZABETH
Eastern Province Herald (Daily)
South African Produce Review (Fortnightly)
EAST LONDON
East London Dispatch (Daily)
KIMBERLEY
Diamond Fields Advertiser (Daily)
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QUEENSTOWN
Queenstown Representative (Daily)

ORANGE FREE STATE

BLOEMFONTEIN
The Friend (Daily)
The Farmer's Weekly
The Outspan (National Weekly)
The Homestead (National Weekly-Supplement to The Farmers' Weekly)

NATAL

DURBAN
The Natal Advertiser (Daily)
Week End Natal Advertiser (Weekly)
MARITZBURG
The Natal Witness (Daily)

RHODESIA

BULAWAYO
The Bulawayo Chronicle (Daily and Weekly)
SALISBURY
The Rhodesia Herald (Daily and Weekly)
Rhodesia Government Gazette (Weekly)
UMTALI
The Rhodesia Advertiser (Daily and Weekly)

PORTUGUESE EAST AFRICA

LOURENÇO MARQUES
Lourenço Marques Guardian (Three Times Weekly)

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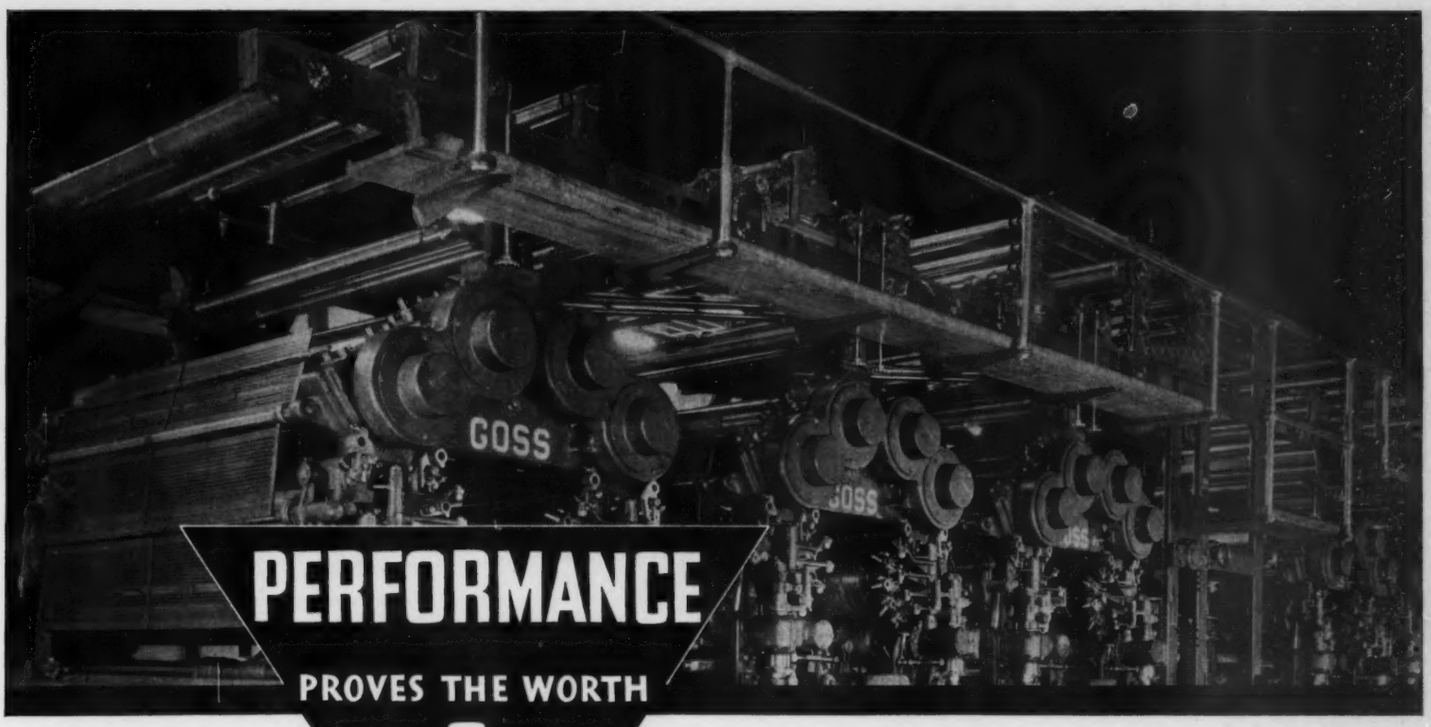

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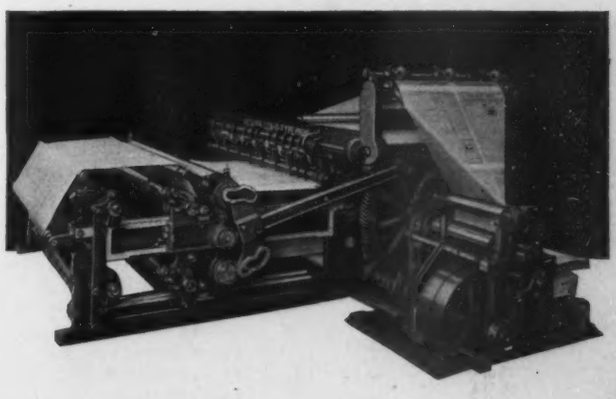

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